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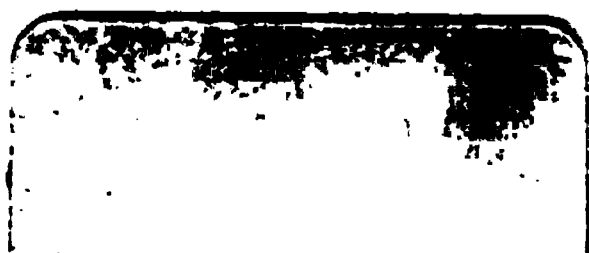
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EAST & WEST NEWS BUREAU

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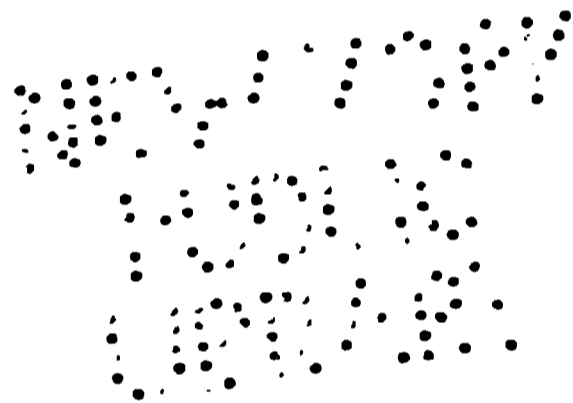
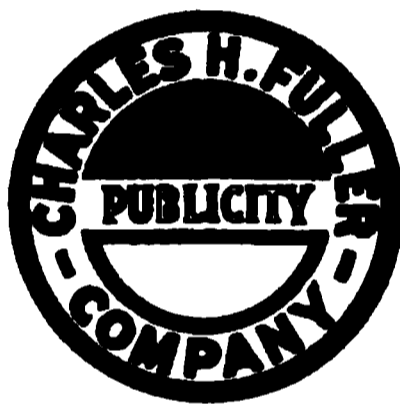
CT 1

NAR!

ADVERTISERS' DIRECTORY OF LEADING PUBLICATIONS

Back
No. 13
45

Vol. XXVI, 1915



Price \$5.00

PUBLISHED BY

Charles H. Fuller Company

Main Office

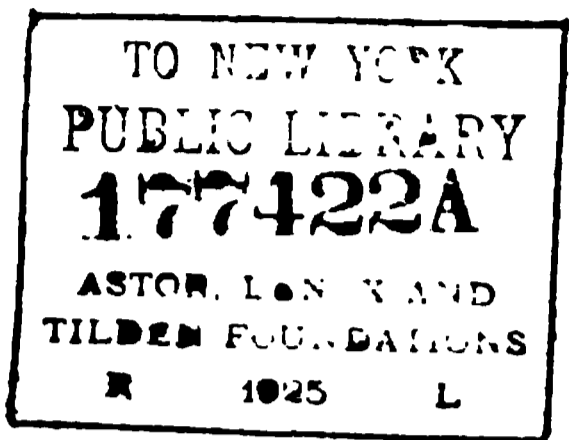
623-633 S. Wabash Ave., Chicago

BUFFALO OFFICE
D. S. Morgan Building
BUFFALO, N. Y.

LONDON OFFICE
Mather & Crowther, Ltd.
10 New Bridge St.
LONDON, E. C.

TOLEDO OFFICE
Second Nat'l Bank Bldg.
TOLEDO, O.

K.



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LOCATING TOWNS.

All maps are indexed by letters and numbers on margins. After the name of each city and town is a reference letter and number, in parenthesis, referring to its location on the map.

POPULATION

The population figures and statistics on map pages in this issue of the Directory were obtained from bulletins of the Department of Commerce and Labor covering the thirteenth Census of the United States.

CHARLES H. FULLER COMPANY

EXPLANATION OF FIGURES IN THE THIRD COLUME OF EACH PAGE

The first figure indicates the number of columns to the page.

The second figure indicates the type width of each column expressed in pica ems.

The third figure indicates the number of agate lines in each column.

For example—7-13-294, means the publication contains 7 columns to the page, and the type measurement of the column is 13 pica ems in width and 294 agate lines in length.

All type sizes are correctly expressed on the basis of the present point system. The technical measurement of a point is .01384 of an inch, and 72.254 points are equal to one inch. The pica em is the practical basis used by printers to express type measurements. A pica em is equal to 12 points, or .16608 of an inch.

The following table shows the practical equivalent measurements of column widths expressed in inches:

12	ems = 2	inches
12½	ems = 2½	inches
13	ems = 2⅙	inches
13½	ems = 2¼	inches
14	ems = 2⅔	inches
15	ems = 2½	inches
16	ems = 2⅝	inches

16½	ems = 2¾	inches
17	ems = 2⅞	inches
18	ems = 3	inches
19½	ems = 3¼	inches
21	ems = 3½	inches
22½	ems = 3¾	inches
25½	ems = 4¼	inches

CIRCULATION DEFINED

GROSS CIRCULATION is the number of complete copies printed after deducting from press count all spoiled copies.

NET CIRCULATION is the number of complete copies actually distributed after deducting from the press count, all spoiled and unused copies; returns from all sources or credits allowed to newsboys, newsdealers and agents for unsold papers; all copies sent to advertisers and advertising agents, exchanges; all copies used for samples and all copies used for files or other office purposes excepting copies to correspondents, employes, conductors, motormen, baggagemen, policemen, firemen, or other persons for service.

The circulation figures in this edition were obtained on specially prepared blanks and have been divided into Three General Classes, indicated by special marks prefixed to circulation figures and explained below.

All statements supported by affidavit are indicated by bold face type.

“\$”—This mark indicates a rating based on publisher's report to the Post Office Department, Oct. 1, 1914. This report is required by the Federal Government from daily newspapers only. By Act of Congress dated Aug. 24, 1912—See page 5.

“*”—This mark indicates a statement of average gross circulation as defined above.

“©”—This mark indicates a statement of average net circulation as defined above.

“—”—This mark indicates that although repeated requests were addressed to the publication for circulation information no reply was received or that the publication refused to supply us with information covering the definite period on which circulation ratings in this book are based (April 1, 1914, to Sep. 30, 1914), or for reasons best known to himself the publisher does not wish his circulation quoted.

Each publication assigned a circulation rating in this Directory has furnished a circulation statement purporting to cover the definite period April 1, 1914, to Sep. 30, 1914, unless otherwise noted, and each rating is determined by the average circulation per issue for that period.

This Company will not assume any responsibility as regards the circulation ratings quoted in this Directory, except those publications which have our circulation guarantee as indicated by this ■ character.

CHARLES H. FULLER COMPANY.

KEY TO ADVERTISING RATES

All Rates Are Quoted per Inch Unless Otherwise Stated.

In this edition we have listed the advertising rates according to publisher's printed rate cards. The limited space allotted to this feature permits us to quote only the maximum rate, which is for one inch, single column space, for one insertion, and the minimum rate, generally determined by the total number of inches, to be used as desired by any one advertiser within a period of one year. Some publications quote lower rates for advertisements of a regular size, to be run according to a fixed schedule of insertions determined in advance, and generally to be continued for a period of one full year; while many of these same publications charge a slightly higher rate to give advertisers the privilege of ordering variable space used on an irregular schedule of insertions during the year.

As most advertisers now run their advertisements on the open-space plan, please note that the rates herein quoted are on that basis, excepting a limited number of publications for which the rate cards did not indicate the rates for the total amount of open space within one year, or where we consider it advisable to give the price for an advertisement of a definite size for a definite number of insertions. We do not, in any sense, guarantee the rates quoted in this directory, for the reason, principally, that publishers generally do not undertake to guarantee their rates to be in effect for any definite period. We anticipate, however, that this feature of our Directory will be of considerable service to a large number of advertisers for practical reference, and to determine approximately the cost of any tentative advertising campaign they formulate in advance of a definite estimate prepared by a competent agency. For ready reference, we have arranged the following key to explain the letters set opposite the minimum rates quoted in the second column on each page, to indicate the total number of inches, or equivalent in agate lines, which must be used within one year. Fourteen agate lines equal one inch in advertising measurements. Rates quoted herein do not cover the extra charge made by some publications for composition on ads to be set.

F means a flat rate. No discount being allowed for volume of space or total number of insertions used. ,


A—	713 $\frac{1}{4}$	inches equal to	1,000	agate lines
B—	101	“ “ “	1,414	“ “
C—	1428 $\frac{1}{4}$	“ “ “	2,000	“ “
D—	2142 $\frac{1}{4}$	“ “ “	3,000	“ “
E—	2855 $\frac{1}{4}$	“ “ “	4,000	“ “
G—	3571 $\frac{1}{4}$	“ “ “	5,000	“ “
H—	4284 $\frac{1}{4}$	“ “ “	6,000	“ “
I—	500	“ “ “	7,000	“ “
K—	5713 $\frac{1}{4}$	“ “ “	8,000	“ “
L—	7142 $\frac{1}{4}$	“ “ “	10,000	“ “
M—	8571 $\frac{1}{4}$	“ “ “	12,000	“ “
N—	1000	“ “ “	14,000	“ “
O—	10713 $\frac{1}{4}$	“ “ “	15,000	“ “
P—	14284 $\frac{1}{4}$	“ “ “	20,000	“ “

CHARLES H. FULLER COMPANY.



CHARLES H. FULLER COMPANY'S CIRCULATION GUARANTEE

In this edition we have continued the plan whereby we guarantee the truthfulness of some publisher's circulation statements as printed herein.

Each guaranteed rating is designated by this character () and an announcement of the guarantee following the listing of the publication.

There is an evident tendency among an increasing number of publishers to give an absolute circulation guarantee on which their current advertising rates are based. Our only charge to publishers for this circulation guarantee is the nominal cost of the announcement.

This circulation guarantee is another step in the line of progress to maintain the position of this Directory as *the leading authority*, because it contains the most authentic circulation statistics that can possibly be secured from publications listed herein, and to make each annual edition more valuable for the use of intelligent and progressive advertisers.

This guarantee in this edition will be in effect only until January 1, 1916, after which the forfeit we offer will be withdrawn. This time limit should give every advertiser the fullest opportunity to challenge any circulation statement we have guaranteed. However, we have every reason to believe that the publishers who have availed themselves of our guarantee will be willing to allow the advertisers to audit their records and books at any time.

If any advertiser intends to challenge our guarantee on any publication, he must first notify us and we will then supply further details of procedure.

CHARLES H. FULLER COMPANY.



EXTRACTS FROM THE POSTAL LAWS AND REGULATIONS.

Sec. 443. It shall be the duty of the editor, publisher, business manager, or owner of every newspaper, magazine, periodical, or other publication to file with the Postmaster General and the postmaster at the office at which said publication is entered, not later than the first day of April and the first day of October of each year, on blanks furnished by the Post Office Department, a sworn statement setting forth the names and post-office addresses of the editor and managing editor, publisher, business managers, and owners, and, in addition, the stockholders, if the publication be owned by a corporation; and also the names of known bondholders, mortgagees, or other security holders; and also, in the case of daily newspapers, there shall be included in such statement the average of the number of copies of each issue of such publication sold or distributed to paid subscribers during the preceding six months: *Provided*, That the provisions of this paragraph shall not apply to religious, fraternal, temperance, and scientific, or other similar publications: *Provided further*, That it shall not be necessary to include in such statement the names of persons owning less than one per centum of the total amount of stock, bonds, mortgages, or other securities. A copy of such sworn statement shall be published in the second issue of such newspaper, magazine, or other publication printed next after the filing of such statement. Any such publication shall be denied the privileges of the mail if it shall fail to comply with the provisions of this paragraph within ten days after notice by registered letter of such failure. (Act of August 24, 1912.)

2. All editorial or other reading matter published in any such newspaper, magazine, or periodical for the publication of which money or other valuable consideration is paid, accepted, or promised shall be plainly marked "advertisement." Any editor or publisher printing editorial or other reading matter for which compensation is paid, accepted, or promised without so marking the same, shall upon conviction in any court having jurisdiction, be fined not less than fifty dollars (\$50) nor more than five hundred dollars (\$500). (Act of August 24, 1912.)

3. The statement required by this section shall be made in duplicate, on Form 3526, and both copies delivered to the postmaster at the office of entry of the publication. The postmaster shall forward one copy to the Third Assistant Postmaster General, Division of Classification, and retain the other in the files of the post office. To enable publishers to file such statement promptly, postmasters shall furnish them copies of Form 3526 at least ten days prior to the first day of April and of October of each year.

4. Postmasters shall obtain for the files of their offices a copy of the issue of each publication at their respective offices, in which the required sworn statement is published.

5. Postmasters shall give prompt and careful attention to the making and filing by publishers of the statements required by this section, and promptly report to the Third Assistant Postmaster General the failure of any publisher to file such statement, or to publish it in the second issue of the publication printed next after it has been filed, but in no case shall a publication be denied the privileges of the mail except upon departmental instructions.

6. Where exemption is claimed from compliance with the provisions of this section, the postmaster shall request from the publisher a statement showing the ground on which such exemption is claimed and forward it to the Third Assistant Postmaster General, Division of Classification, together with a copy of the publication.

Sec. 428. Whoever shall knowingly submit or cause to be submitted to any postmaster or to the Post Office Department or any officer of the postal service, any false evidence relative to any publication for the purpose of securing the admission thereof at the second-class rate, for transportation in the mails, shall be fined not more than five hundred dollars. (Act of March 4, 1909.)

ALABAMA.

Cities and Towns of—	No.	Pop.
100,000 inhabitants or more.....	1	182,685
50,000 to 100,000 inhabitants.....	1	51,521
25,000 to 50,000 inhabitants.....	1	38,126
10,000 to 25,000 inhabitants..	4	47,864
5,000 to 10,000 inhabitants.....	6	41,695
2,500 to 5,000 inhabitants.	15	58,530

ALABAMA.

	No.	Pop.
Urban territory.....	...	370,431
Rural territory.....	...	1,767,662
Cities, towns and villages of less than 2,500 inhabitants.....	233	164,511
Other rural territory.....	...	1,603,151
Total number of dwellings in state.....	...	441,249
Total number of families in state.....	...	454,767

Leading Publications of All Classes

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
ALABAMA—Pop. 2,138,093.				
Anniston (G 3)—Pop. 12,794.				
<i>Daily Newspapers.</i>				
Star & Hot Blast □ ..Dem..Eve ex Sat & Su } \$ 4,016	Su Morn25	.17½B	7-13 -308
		.25	.17½B	7-13 -308
Bessemer (D 4)—Pop. 12,500.				
<i>Weekly Publications.</i>				
Bessemer Weekly ..Ind..Dem..Sat	© 1,700	.25	.12 A	6-13 -280
Birmingham (E 3½)—Pop. 132,685.				
<i>Daily Newspapers.</i>				
Age Herald □ ..Dem..Morn ex Su	© 19,199	1.40	.70 G	7-13 -308
	Su Morn	1.54	.84 G	7-13 -308
¶ The Age-Herald is the only morning and Sunday paper of Birmingham. You can't reach the people of Birmingham without the Age-Herald. It is delivered by carrier before the breakfast hour to the most prosperous homes in the city and 76 towns outside. It is the best advertising medium in Alabama. It has the largest circulation that counts. Every department store uses the Age-Herald to the fullest extent, and the nation's largest advertisers are represented in its columns. It is the home newspaper in its field. The Age-Herald is a member of the A. B. C.				
Ledger □ ..Dem..Eve ex Su	\$ 31,235	1.40	.70 G	7-13 -308
¶ The Ledger is the clean, home newspaper of Birmingham, a pioneer in the exclusion of fake, offensive medical and liquor advertising. Member of the Audit Bureau of Circulations. The John Budd Company, Advertising Representatives.				
News □ ..Ind-Dem..Eve ex Su	\$ 36,903	1.40	.84 D	8-12½-312
	Su Morn	1.40	.84 D	8-12½-312
<i>Weekly Publications.</i>				
Age Herald □ ..Dem..Thur	—	1.05	1.05 F	7-13 -308
Alabama Baptist ..Bap..Wed	—	.75	.60 I	4-13 -182
¶ Jacobs & Co., Clinton, S. C., guarantee 7,533 circulation.				
Christian Advocate ..Meth..Thur	—	.94	.75½I	4-13 -189
¶ Jacobs & Co., Clinton, S. C., guarantee 9,373 circulation.				
Progressive Farmer ..Agrl..Sat	© 157,211	11.20	11.20 F	4-13 -189
Searchlight □ ..Ind..Sat	© 3,500			7-13 -308
<i>Monthly Publications.</i>				
Dixie Home Magazine ..Lit..M	—	3.50	3.50 F	2-15 -112
Educational Exchange ..Educ..M	© 3,600	1.50		2-16 -112
Min. rate 1 p. 3 consec. tl. \$12 ins.				
Practical Poultry ..Poultry..M				
(Absorbed by Industrious Hen, Louisville, Ky., May 1, 1914.)				
Dothan (H 8)—Pop. 7,016.				
<i>Daily Newspapers.</i>				
Eagle □ ..Dem..Eve ex Su	© 2,480	.18	.12 D	7-13 -280
News □ ..Dem..Morn ex Mon	\$ 1,780	.15	.15 F	7-13 -280
<i>Weekly Publications.</i>				
Eagle □ ..Dem..Sat	© 1,540	.20	.12 I	7-13 -280
Home Journal □ ..Dem..Wed	* 2,260	.15	.15 F	7-13 -280

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

ALABAMA—Continued.**Bufaula (H 7)—Pop. 4,259.****Daily Newspapers.**

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Citizen..Dem..Eve ex Su.....	© 300	.08	.08 F	6-13 -252

Weekly Publications.

Times & News..Dem..Thur.....	© 1,500	.10	.10 F	6-13 -252
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Gadsden (G 2½)—Pop. 10,557.**Daily Newspapers.**

Journal□..Dem..Eve ex Su.....	© 5,289	.25	.15 B	7-13 -280
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‡ 20,000 people within 8 miles; five railroads; blast furnaces; steel rolling mills; model cotton mills; coal and iron. Distributing point for large, prosperous farming district.

Times-News..Dem..Eve ex Su.....	\$ 5,300	.25	.15 N	7-13 -280
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Huntsville (E 1)—Pop. 7,611.**Daily Newspapers.**

Mercury-Banner□..Dem..Eve ex Sat.....	\$ 2,033	.14	.10 N	7-13 -304
Su Morn				

Times..Dem..Eve ex Su.....	\$ 1,523	.25	.15 N	7-13 -283
Su Morn				

Weekly Publications.

Mercury□..Dem..Wed	—	.14	.10 N	7-13 -304
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Lineville (G 4)—Pop. 1,053.**Weekly Publications.**

Headlight..Dem..Fri	© 2,000	.50	.12½ I	5-13 -248
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Mobile (B 9)—Pop. 51,521.**Daily Newspapers.**

Item□..Ind..Dem..Eve ex Su.....	\$ 15,298	.84	.42 G	7-13 -305
Su Morn				

Register□..Dem..Morn ex Su.....	© 16,192	.84	.49 G	7-13 -294
Su Morn	© 20,209	.98	.56 G	7-13 -294

Weekly Publications.

Staats-Zeitung (Ger)..Ind..Dem..Thur.....	—	.25		6-13 -280
Min. rate 1 inch wkly. 1 mo. .12½ inch.				

Tribune..Prog..Sat	© 4,500			6-13 -276
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Monthly Publications.

Southern Medical Journal..Med..M.....	* 5,100	3.50		2-17 -114
Min. rate 1 p. mo. 1 yr. \$23.33 insertion,				

Montgomery (F 6)—Pop. 38,136.**Daily Newspapers.**

Advertiser□..Dem..Morn ex Su.....	© 15,731	.98	.56 D	7-13 -308
Su Morn	© 19,349	1.12	.70 D	7-13 -308

Journal□..Dem..Eve ex Su.....	© 10,782	.84	.42 G	7-13 -290
Su Morn84	.42 G	7-13 -290

(First issue of Su. Journal Nov. 29, 1914.)

Times□..Dem..Eve ex Su.....	© 7,960	.50	.35 I	7-13 -280
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Weekly Publications.

Times□..Dem..Tu	© 63,575	2.80	2.80 F	7-13 -280
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Monthly Publications.

Southern Live Stockman..Agrl..M.....	—	.56	.56 F	3-13 -154
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‡ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

ALABAMA—Continued.				1 time rate per inch	Minimum rate per inch	Number of columns, width and length
New Decatur (E 1½)—Pop. 6,118.						
<i>Daily Newspapers.</i>						
Daily..Dem..Eve ex Su.....	\$ 1,400	.15				7-13 -273
Min. rate 2,000 inches 1 yr. .10 inch.						
Opelika (H 5)—Pop. 4,734.						
<i>Daily Newspapers.</i>						
News..Ind..Dem..Eve ex Su.....	\$ 3,185	.20	.10 I			6-13 -266
Selma (E 5½)—Pop. 13,649.						
<i>Daily Newspapers.</i>						
Journal..Dem..Eve ex Su.....	—					7-13 -273
Su Morn	—					7-13 -273
Times..Dem..Morn ex Mon.....	\$ 1,965	.17½	.16½N			6-13 -280
Sheffield (C 1)—Pop. 4,865.						
<i>Daily Newspapers.</i>						
Tri-Cities Daily..Dem..Eve ex Su.....	© 2,800	.10	.10 F			6-13 -280
Talladega (F 4)—Pop. 5,854.						
<i>Daily Newspapers.</i>						
Daily Home..Dem..Eve ex Su.....	—					6-13 -273
Troy (G 7)—Pop. 4,961.						
<i>Daily Newspapers.</i>						
Messenger..Dem..Eve ex Su.....	* 820					7-13 -280
<i>Weekly Publications.</i>						
Messenger..Dem..Wed	* 1,800					7-13 -280
Tuscaloosa (C 4)—Pop. 8,407.						
<i>Daily Newspapers.</i>						
News□..Dem..Eve ex Sat & Su, also Su Morn..	—	.20	.13 N			7-13 -304
Times-Gazette..Ind..Dem..Morn ex Mon.....	\$ 1,809	.20	.15 N			7-13 -308

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
 ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
 are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
 average circulation for six months ending September 30, 1914, unless otherwise noted.

ALASKA

Number of places and settlements.....	108
White population.....	36,400
Indian population.....	25,831
Chinese population.....	1,209
Japanese population.....	913
Negro population.....	209
All other population....	294

ALASKA—Pop. 64,356.				1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Chitina (J 3).						
<i>Weekly Publications.</i>						
Leader..Ind..Sat	—			.40	.40 F	7-13 -304
Cordova (G 2)—Pop. 1,152.						
<i>Daily Newspapers.</i>						
Alaskan..Ind..Eve ex Su.....	—			.20	.20 F	6-13 -276
Douglas (M 4)—Pop. 1,700.						
<i>Weekly Publications.</i>						
Douglas Island News..Local..Wed.....	—					5-13 -252
Fairbanks (G 2)—Pop. 3,541.						
<i>Daily Newspapers.</i>						
News-Miner..Local..Eve ex Su.....	—			.75	.30 N	7-13 -280
Su Morn	—			.75	.30 N	7-13 -280
Times..Ind..Rep..Morn ex Mon.....	—			.75		7-13 -304
Min. rate 1 inch daily 6 mos. .45 inch.						
<i>Weekly Publications.</i>						
Alaska Citizen..Dem..Mon	—					7-13 -304
Times..Ind-Rep..Sat	—			1.00		6-13 -273
Min. rate 1 inch wkly. 1 yr. .75 inch.						
Iditarod (F 2)—Pop. 2,000.						
<i>Weekly Publications.</i>						
Pioneer..Sat	—					6-13 -273
Juneau (K 3)—Pop. 1,644.						
<i>Daily Newspapers.</i>						
Dispatch..Non-Part..Morn ex Mon.....	—			.20	.20 F	7-13 -294
Empire..Dem..Eve ex Su.....	—					7-13 -304
Ketchikan (N 5)—Pop. 1,600.						
<i>Weekly Publications.</i>						
Mail..Ind..Sat	—					6-13 -266
Nome (C 2)—Pop. 2,600.						
<i>Daily Newspapers.</i>						
Industrial Worker..Labor..Morn ex Su.....	—					6-13 -273
Nuggett..Rep..Eve ex Su.....	—			.25	.12 N	6-13 -280
Seward (L 3)—Pop. 534.						
<i>Daily Newspapers.</i>						
Gateway..Non-Part..Eve ex Su.....	—			.15	.15 F	7-13 -304
<i>Weekly Publications.</i>						
Gateway..Non-Part..Sat	—			.25	.25 F	7-13 -304
Skagway (K 3)—Pop. 872.						
<i>Daily Newspapers.</i>						
Alaskan..Ind..Eve ex Su.....	—			.50	.14 L	6-13 -280
Valdez (G 2)—Pop. 810.						
<i>Daily Newspapers.</i>						
Prospector..Ind..Eve ex Su	—					6-13 -273

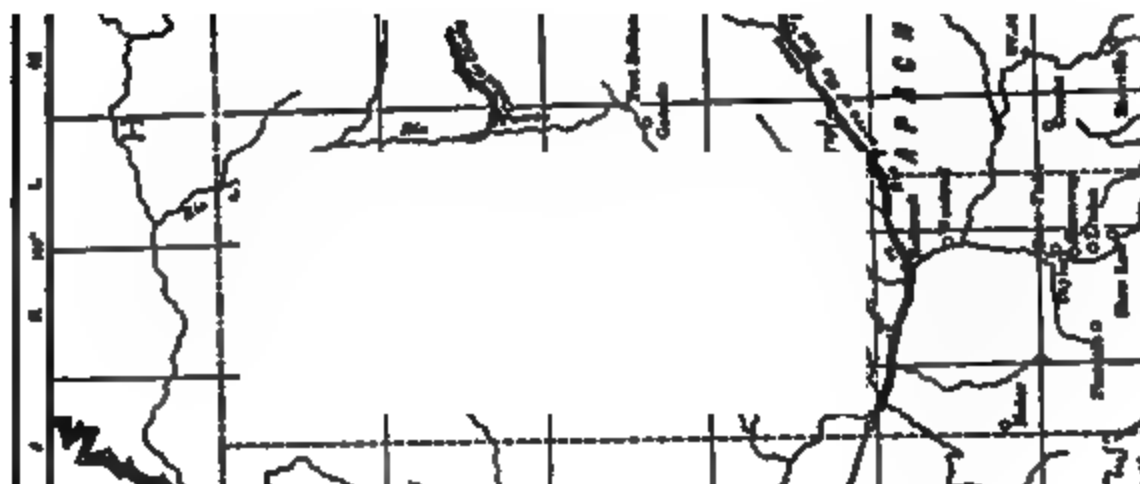
\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
 † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
 are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
 average circulation for six months ending September 30, 1914, unless otherwise noted.

ARIZONA—Pop. 204,354.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Bisbee (L 13)—Pop. 9,019.				
<i>Daily Newspapers.</i>				
Review□...Dem..Morn ex Su & Mon.....\$	3,000	.35	.25 N	7-13 -280
Su Morn	© 3,500	.35	.25 N	7-13 -280
Clifton (F 5)—Pop. 4,874.				
<i>Weekly Publications.</i>				
Mining Journal..Mining..Thur.....©	875			4-13 -168
Douglas (L 13)—Pop. 6,437.				
<i>Daily Newspapers.</i>				
Dispatch..Prog..Morn ex Mon.....\$	1,625	.15	.15 F	6-13 -276
International..Dem..Morn ex Su.....\$	1,425	.25	.20 N	6-13 -273
Globe (E 5)—Pop. 7,083.				
<i>Daily Newspapers.</i>				
Arizona Record..Morn ex Su.....	—	.25	.20 K	7-13 -276
Su Morn	—	.25	.20 K	7-13 -276
Miami (J 9)—Pop. 700.				
<i>Daily Newspapers.</i>				
Silver Belt□...Ind..Eve ex Su.....\$	1,500	.35	.25 N	6-13 -280
Phoenix (G 8½)—Pop. 11,134.				
<i>Daily Newspapers.</i>				
Democrat..Dem..Eve ex Su.....	—	.25	.09 N	7-13 -280
Gazette□...Ind-Dem..Eve ex Su.....©	6,125	.42	.42 F	7-13 -294
Republican□...Ind-Prog..Morn ex Su.....©	6,245	.50	.35 B	7-13 -284
Su Morn	© 6,684	.50	.35 B	7-13 -284
<i>Weekly Publications.</i>				
Southwestern Stockman-Farmer..Agrl..Fri....©	5,275	.84	.84 F	4-13 -157
<i>Monthly Publications.</i>				
Arizona Magazine□...Lit & Develop..M.....©	4,500	2.50		4-13 -189
Min. rate ¼ p. mo. 1 yr. \$9.38 per insertion.				
Great Southwest Farmer..Agrl..M.....	—	1.68	1.42 O	4-13 -168
(Name changed from Progressive Farmer and Home Builder.)				
Prescott (F 6½)—Pop. 5,092.				
<i>Daily Newspapers.</i>				
Journal-Miner..Rep..Morn ex Mon.....	—	.30	.12 N	7-13 -280
<i>Weekly Publications.</i>				
Journal-Miner..Rep. Wed	—	.25	.25 F	7-13 -280
Tucson (J 11)—Pop. 13,193.				
<i>Daily Newspapers.</i>				
Citizen□...Ind..Eve ex Su.....\$	3,409	.20	.20 F	7-13 -280
‡ 8,500 net paid circulation. Citizen's field, Southern Arizona, rapidly filling with people and money. Big new territory.				
Star□...Dem..Morn ex Mon.....\$	2,156	.20	.20 F	7-13 -280
Yuma (A 10)—Pop. 2,914.				
<i>Daily Newspapers.</i>				
Examiner..Prog-Rep..Eve ex Su.....\$	735	.20	.20 F	6-13 -280
Sun..Dem..Morn ex Mon.....	—	.15	.15 F	6-13 -280

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

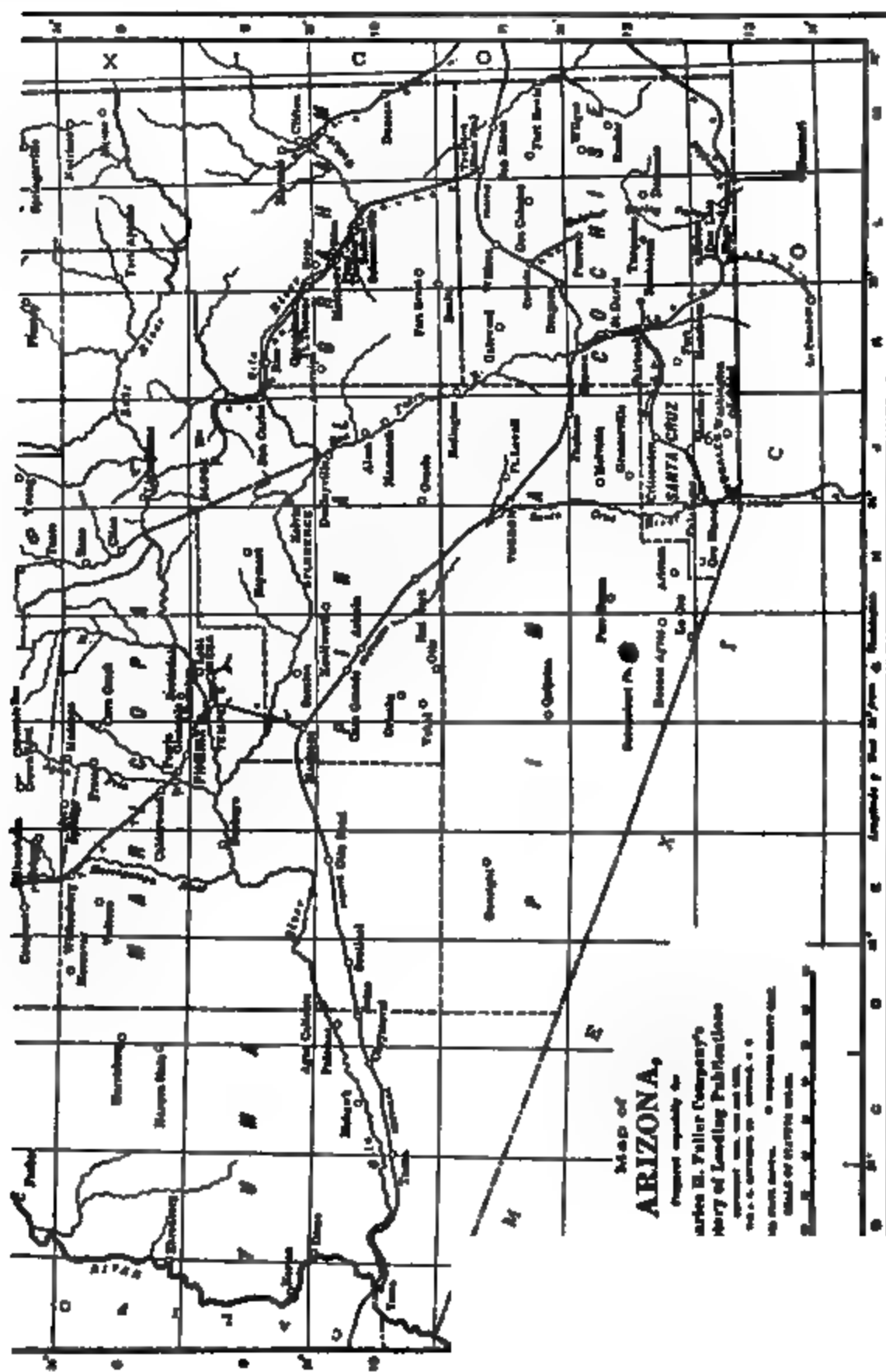
ARIZONA

Cities and Towns of—	No.	Pop.
10,000 inhabitants or more.....	3	24,227
5,000 to 10,000 inhabitants.....	4	27,631
2,500 to 5,000 inhabitants.....	3	11,302



ARIZONA.

	No.	Pop.
Urban territory.....		63,300
Rural territory.....		141,094
Cities and towns of less than 2,500 inhabitants.....	13	16,406
Other rural territory.....		124,688
Total number of dwellings in state.....		45,386
Total number of families in state.....		47,927



ARKANSAS

Cities and Towns of--	No.	Pop.
25,000 inhabitants or more.....	1	45,941
10,000 to 25,000 inhabitants.....	6	70,804
5,000 to 10,000 inhabitants.....	8	21,143
2,500 to 5,000 inhabitants.....	19	65,292

ARKANSAS

	No.	Pop.
Urban territory.....	...	202,681
Rural territory.....	...	1,371,768
Cities and towns and villages of less than 2,500 inhabitants.....	277	174,764
Other rural territory.....	...	1,197,004
Total number of dwellings in state.....	...	327,625
Total number of families in state.....	...	333,368

ARKANSAS—Pop. 1,574,449.			1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Argenta (C 4)—Pop. 11,138.					
<i>Weekly Publications.</i>					
Times..Dem..Fri	*	4,200	.15	.15 F	6-13 -280
Batesville (G 2)—Pop. 3,399.					
<i>Daily Newspapers.</i>					
Guard..Dem..Eve ex Su.....	—		.15	.12 B	6-13 -280
Bentonville (B 1)—Pop. 1,956.					
<i>Daily Newspapers.</i>					
Sun..Dem..Eve ex Su.....	—		.10	.08 B	5-13 -266
Blytheville (L 2)—Pop. 3,849.					
<i>Weekly Publications.</i>					
Courier..Dem..Thur	©	2,250	.12½	.12½ F	6-13 -280
Camden (C 5)—Pop. 4,000.					
<i>Daily Newspapers.</i>					
Herald..Dem..Eve ex Su.....	—		.12	.06 N	6-13 -276
Conway (C 3)—Pop. 2,800.					
<i>Daily Newspapers.</i>					
Log Cabin Democrat..Dem..Eve ex Su.....	—				5-13 -252
<i>Weekly Publications.</i>					
Arkansas Farmer..Dem..Fri.....	©	1,180			6-13 -280
Eureka Springs (C 1)—Pop. 3,228.					
<i>Daily Newspapers.</i>					
Times-Echo..Dem..Eve ex Su.....	©	815	.10		6-13 -280
Min. rate 1 inch 1 yr. .04 inch.					
Fayetteville (B 1½)—Pop. 4,471.					
<i>Daily Newspapers.</i>					
Democrat..Dem..Eve ex Su.....	\$	1,125			7-13 -280
Ft. Smith (B 3)—Pop. 23,975.					
<i>Daily Newspapers.</i>					
Southwest American□..Dem..Morn ex Mon. }	\$	9,607	.35	.28 H	7-13 -280
Su Morn					
Times-Record□..Ind-Dem..Eve ex Sat & Sun }	\$	9,621	.42	.26½ I	7-13 -287
Su Morn42	.26½ I	7-13 -287
‡ The Times Record offers its services to the advertising public and guarantees careful attention to any order large or small. Represented by G. Logan Payne Co., Chicago, New York, Boston.					
<i>Monthly Publications.</i>					
Ozark Fruit & Farms..Agrl..M.....	—		2.10		4-13 -196
Min. rate 1 inch 3 mos. \$1.75½ inch.					
Helena (J 4½)—Pop. 8,772.					
<i>Daily Newspapers.</i>					
World..Dem..Eve ex Su.....	—		.15	.08 N	7-13 -308
Su Morn	—		.15	.08 N	7-13 -308
Hot Springs (D 4½)—Pop. 14,434.					
<i>Daily Newspapers.</i>					
New Era□..Ind..Eve ex Su.....	\$	3,120	.25	.15 B	7-13 -280
Sentinel-Record..Ind..Morn ex Mon.....	—		.25	.07½ N	7-13 -280

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. ‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

ARKANSAS—Continued.**Jonesboro (J 2)—Pop. 7,123.****Daily Newspapers.**

Sun..Dem..Eve ex Su.....	_____	.15	.10 I	7-13 -308
Tribune..Dem..Eve ex Su.....	_____	.15		6-13 -273

Min. rate 1 inch every day 1 yr. .07½ inch.

Little Rock (F 4)—Pop. 45,941.**Daily Newspapers.**

Democrat☐..Dem..Eve ex Su.....	◎ 12,809	.84	.35 G	7-13 -307
Gazette☐..Ind-Dem..Morn ex Su.....	◎ 24,450	.56	.56 F	7-13 -294
Su Morn	◎ 37,993	.70	.70 F	7-13 -294

‡ Arkansas leading newspaper. By far the largest circulation daily or Sunday any paper in state. Member of A. B. C. The John Budd Company, Advertising Representatives.

Weekly Publications.

Arkansas Baptist..Bap..Wed.....	_____	.70	.56 I	4-13 -182
‡ Jacobs & Co., Clinton, S. O., guarantee 7,000 circulation.				
Baptist Advance..Bap..Thur.....	_____	.60	.48 I	4-13 -182
‡ Jacobs & Co., Clinton, S. O., guarantee 6,010 circulation.				
Christian Pilot..Chr..Tu.....	◎ 5,500	.50	.40 I	3-13 -133
‡ Write Jacobs & Co., Clinton, S. O., for full information.				
Gazette☐..Dem..Tu & Fri.....	* 13,160	.42	.42 F	7-13 -294
Western Methodist☐..Meth..Thur.....	◎ 15,000	1.40	1.12 I	4-13 -182
‡ Write Jacobs & Co., Clinton, S. O., for full information.				

Monthly Publications.

Arkansas Farmer & Homestead..Agrl..S-M.....		2.10	2.10 F	4-13 -192
(Circulation gross semi-monthly edition or rebate guaranteed by Arkansas Farmer & Homestead during 1915, 30,000.)				
Masonic Trowel..Frat..M.....	◎ 3,150	.50	.50 F	3-14 -133

Magnolia (B 5)—Pop. 2,045.**Weekly Publications.**

Liberator..Anti-Rom Cath..Thur.....	_____	1.40	1.40 F	6-13 -275
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Newport (H 2)—Pop. 3,557.**Daily Newspapers.**

Independent..Ind..Eve ex Su.....	* 525	.05	.05 F	6-13 -276
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Weekly Publications.

Independent..Ind..Fri	* 2,225	.10	.10 F	6-13 -276
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Pine Bluff (G 5)—Pop. 15,102.**Daily Newspapers.**

Commercial☐..Dem..Eve ex Su.....	_____	.35	.15 N	7-13 -280
Graphic☐..Dem..Morn ex Su.....	_____	.25	.15 N	7-13 -276
Su Morn	_____	.25	.15 N	7-13 -276

Pocahontas (J 1)—Pop. 1,547.**Weekly Publications.**

Star-Herald..Dem..Fri	◎ 2,500	.15	.12 D	6-13 -266
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Rogers (A 2)—Pop. 2,820.**Daily Newspapers.**

Post..Ind..Eve ex Su.....	◎ 900			6-13 -273
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Russellville (D 3)—Pop. 2,936.**Weekly Publications.**

Courier-Democrat..Dem..Thur.	* 2,300	.15	.15 F	6-13 -280
Rural Educator..Farm. Union..Tu.....	_____	.30		4-13 -182

Min. rate 1 p. wkly. 1 yr. \$10.00 insertion.

§ Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices. ‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

ARKANSAS—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Searcy (G 3)—Pop. 2,331.				
<i>Daily Newspapers.</i>				
Citizen..Dem..Eve ex Su.....	© 380	.05	.05 F	6-13 -273
<i>Weekly Publications.</i>				
Citizen..Dem..Wed.	© 1,175	.10	.10 F	6-13 -273
Siloam Springs (A 1)—Pop. 2,405.				
<i>Daily Newspapers.</i>				
Register..Ind..Eve ex Su.....	—	.10	.05 G	4-13 -182
Texarkana (C 7)—Pop. 5,655.				
<i>Daily Newspapers.</i>				
Texarkanian□..Dem..Eve ex Su.....	© 1,750	.16	.16 F	7-13 -280
<i>Weekly Publications.</i>				
Baptist Commoner..Bap..Thur	—	.25	.20 I	6-13 -276
† Jacobs & Co., Clinton, S. C., guarantee 2,500 circulation.				
Texarkanian□..Dem..Thur	© 1,500	.18	.18 F	7-13 -280

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
† Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
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average circulation for six months ending September 30, 1914, unless otherwise noted.

CALIFORNIA—Pop. 2,377,549.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Alameda (C 5)—Pop. 23,383.				
<i>Daily Newspapers.</i>				
Times-Star Argus☐...Ind-Rep....Eve ex Su... \$	3,863	.25	.16 N	7-13 -280
Alhambra (G 8½)—Pop. 5,021.				
<i>Daily Newspapers.</i>				
Advocate..Ind..Eve ex Su..... \$	800			6-13 -280
Bakersfield (G 7)—Pop. 12,727.				
<i>Daily Newspapers.</i>				
Californian☐...Dem..Eve ex Su..... \$	4,715	.20	.20 F	7-13 -287
Echo☐...Rep..Morn ex Su.....⊙	4,099	.20	.20 F	7-13 -294
Su Morn.....⊙	4,350	.20	.20 F	7-13 -294
News☐...Eve ex Su.....	—	.25	.10 A	7-13 -301
(First issue about Feb. 7, 1914.)				
Berkeley (C 4½)—Pop. 40,434.				
<i>Daily Newspapers.</i>				
Californian..College..Daily during college yr....	—	.25		5-13 -224
Min. rate, 3 inches or over \$2.50 per inch for college mo. (20 issues).				
Gazette☐...Prog..Eve ex Su..... \$	6,717	.35		7-13 -287
Min. rate 1 inch daily 1 yr. .15 inch.				
Brawley (K 9½)—Pop. 880.				
<i>Daily Newspapers.</i>				
News..Prog..Eve ex Su..... \$	1,900			6-13 -276
Chico (D 3)—Pop. 3,750.				
<i>Daily Newspapers.</i>				
Enterprise☐...Ind-Prog..Eve ex Su..... \$	1,417	.12	.10 G	7-13 -287
Record☐...Ind-Dem..Morn ex Mon..... \$	1,647	.12½	.10 I	7-13 -276
Tribune..Ind..Morn ex Mon..... \$	927			6-13 -276
Colusa (C 3½)—Pop. 1,582.				
<i>Daily Newspapers.</i>				
Sun..Dem..Eve ex Su.....*	680	.25	.08 A	7-13 -308
Corona (H 8½)—Pop. 3,540.				
<i>Daily Newspapers.</i>				
Independent..Rep..Eve ex Su..... \$	894			6-13 -276
Dinuba (F 6)—Pop. 970.				
<i>Daily Newspapers.</i>				
Sentinel..Ind..Eve ex Su..... \$	912			6-13 -276
El Centro (K 10)—Pop. 1,610.				
<i>Daily Newspapers.</i>				
Imperial Valley Press☐...Prohl..Eve ex Su..... \$	2,508	.12	.12 F	7-13 -280
Progress☐...Ind-Prog..Morn ex Su and Mon...⊙	1,876			7-13 -280
Su Morn.....⊙	2,215			7-13 -280
Escondido (H 9½)—Pop. 1,394.				
<i>Daily Newspapers.</i>				
Times Advocate..Ind..Eve ex Su.....⊙	500			6-13 -280
Eureka (A 2)—Pop. 11,845.				
<i>Daily Newspapers.</i>				
Standard☐...Rep..Eve ex Su..... \$	5,187	.15	.15 F	7-13 -280
Times☐...Prog-Rep..Morn ex Su..... } \$	4,954	.35	.21 G	7-13 -280
Su Morn..... }		.35	.21 G	7-13 -280

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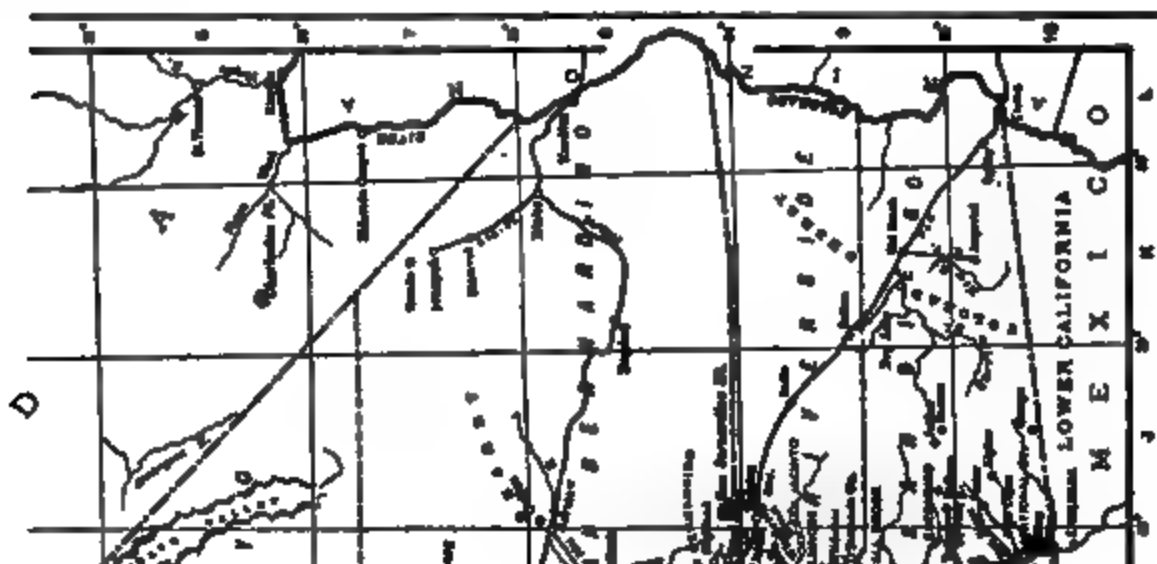
CALIFORNIA.

Cities and Towns of—	No.	Pop.
100,000 inhabitants or more.....	3	386,284
50,000 to 100,000 inhabitants.....
25,000 to 50,000 inhabitants.....	5	121,945
10,000 to 25,000 inhabitants.....	13	196,701
5,000 to 10,000 inhabitants.....	10	64,103
2,500 to 5,000 inhabitants.....	39	138,701



CALIFORNIA.

	No.	Pop.
Urban territory.....	...	1,469,739
Rural territory.....	...	907,801
Cities and towns of less than 2,500 inhabitants.....	138	158,052
Other rural territory.....	...	754,758
Total number of dwellings in state.....	...	518,481
Total number of families in state.....	...	562,626



CALIFORNIA—Continued.				1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Fresno (F 6)—Pop. 24,892.						
<i>Daily Newspapers.</i>						
Herald☐...Dem...Eve ex Su.....	5,649	Ⓢ		.40	.24 N	7-13 -280
‡ Lowest contract cost per thousand circulation. Train connections shut out San Francisco evening papers same date.						
Republican☐...Prog...Morn & Su.....	20,169	\$.91	.42 N	7-13 -298
Grass Valley (D 3)—Pop. 4,520.						
<i>Daily Newspapers.</i>						
Union☐...Dem...Morn ex Mon.....	2,400	Ⓢ		.25	.10 M	7-13 -287
Gridley (D 3)—Pop. 987.						
<i>Daily Newspapers.</i>						
Globe...Ind-Dem...Eve ex Su.....				.15		5-13 -252
Min. rate 1 in. daily 6 mos. .04 inch.						
Hanford (F 6)—Pop. 4,829.						
<i>Daily Newspapers.</i>						
Journal...Dem...Morn ex Su & Mon.....	1,073	\$.25	.10 N	6-13 -273
Su Morn.....	1,073	\$.25	.10 N	6-13 -273
Sentinel...Rep...Eve ex Su.....	1,202	\$.31	.08 N	6-13 -273
Hollister (D 6)—Pop. 2,308.						
<i>Daily Newspapers.</i>						
Free Lance...Rep...Eve ex Su.....				.12½		6-13 -280
Min. rate 1 inch every day 1 mo. .06 inch.						
Long Beach (G 9)—Pop. 17,809.						
<i>Daily Newspapers.</i>						
Press☐...Ind...Eve ex Su.....	4,188	\$.42	.25 H	8-13 -280
‡ Delivered to two-thirds the homes in Long Beach, the leading manufacturing city of Southern California.						
Telegram☐...Rep...Eve ex Su.....	4,217	\$.42	.25 H	8-13 -301
Lordsburg (G 8½)—Pop. 954.						
<i>Monthly Publications.</i>						
Victory...Prohibition...M.				5.60	5.60 F	4-13 -182
(First issue September, 1914.)						
(Victory absorbed Clean Politics, Winamac, Ind.; American Advance, Chicago, Ill.; Cal. Voice, Lordsburg, Cal., Sept., 1914. The Issue, of Lordsburg, Cal., was consolidated with Victory, Jan. 1, 1915.)						
‡ Victory guarantees 200,000 per issue, P. O. receipts.						
Los Angeles (G 8½)—Pop. 319,198.						
<i>Daily Newspapers.</i>						
Examiner☐...Ind...Morn ex Su.....	65,927	Ⓢ		2.10	1.40 P	8-12½-280
Su Morn.....	143,668	Ⓢ		3.50	2.24 N	8-12½-280
Express☐...Ind...Eve ex Su.....	55,206	Ⓢ		1.96	1.12 N	8-12½-280
Germania (Ger)☐...Ind...Eve ex Su.....	6,402	\$.75	.40 N	7-13 -280
Germania Sonntags Post (Ger)☐...Ind...Su.....				.75	.40 N	7-13 -280
(Germania changed from a s-wkly. to a daily publication Aug. 2, 1914. First issue of Germania Sonntags Post Dec. 20, 1914.)						
Herald☐...Ind...Eve ex Su.....	115,500	\$		2.80	2.10 G	8-12½-280
‡ The Los Angeles Evening Herald is supreme in its field—supreme in circulation—supreme in advertising. Sworn statement to Government for six months prior to October 1, 1914—115,500. Member of Audit Bureau of Circulations.						
Record☐...Ind...Eve ex Su.....	45,245	\$.98	.84 G	8-12 -280
Times☐...Ind-Rep...Morn ex Su.....	57,066	Ⓢ		1.96	1.40 I	7-13 -297
Su Morn	87,491	Ⓢ		2.52	1.82 I	7-13 -297
Tribune☐...Ind...Morn ex Su.....	59,490	Ⓢ		1.96	1.12 N	8-12½-280
Su Morn.....	56,866	Ⓢ		1.96	1.12 N	8-12½-280

\$ Government statement—See page 5. * Gross circulation. Ⓢ Net circulation. ☐ Can use matrices. ‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

CALIFORNIA—Continued.

Los Angeles—Continued.

Weekly Publications.

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
California Cultivator & Rural Californian..Agrl. Thur	—	1.68	1.68 F	4-13 -189
(Absorbed Rural Californian July 1, 1914.)				
California Outlook..Prog..Sat	—	.70	.70 F	3-15 -140
California Tourist..Hotel..Sat.....	975	.25	.20 A	3-13 -133
Commercial Bulletin..Trade..Fri.....	2,262	.60		2-26 -168
Min. rate 1 inch 1 yr. .45 inch.				

Weekly Publications.

Graphic..Society..Sat	—	1.40		3-17 -168
Min. rate 1 inch 1 mo. .38 inch.				
Illustrated Weekly Times..Lit..Sat.....	87,491	3.02	2.18 I	4-15 -205
(Magazine section, Los Angeles Su. Times.)				
Social Democrat□..Socialist..Sat.....	6,000	.60	.30 N	7-13 -280
Tidings..Cath..Fri	—	.75	.75 F	4-13 -189

Monthly Publications.

American Globe□..Financial..M	10,000	2.00	2.00 F	4-13 -175
American Theosophist..Theosophical..M.....	—	1.60		2-16 -112
Min. rate 1 p. mo. 1 yr. \$20 insertion.				
Apparel Gazette..Trade..M.....	2,313	1.75		2-23 -150
Min. rate 1 p. mo. 1 yr. \$25.50 insertion.				
Bakers & Confectioners Review..Trade..M....	3,400			2-19 -126
1-16 p. 1 tl. \$3. Min. rate 1 p. mo. 1 yr. \$22.50 insertion.				
Everyman—Radical Thought..M.....	6,000	2.50	2.00 A	3-18 -133

Monthly Publications.

Grizzly Bear□..Lit..M.....	6,250	2.50		3-17 -164
Min. rate 1 inch mo. 1 yr. \$2 inch.				
Master Mind..New Thought..M.....	3,500	3.50		1-30 -112
Min. rate 1 p. mo. 1 yr. \$12 insertion.				
Motor West□..Motoring..S-M	7,400			2-19 1/2 -140
1/2 p. 1 tl. \$5. Min. rate 1 p. mo. 1 yr. \$24 insertion.				
Out West..Lit..M.....	32,001	5.70		2-15 -172
Min. rate 1 p. mo. 1 yr. \$48 insertion.				
Pac. Coast Hotel & Apart. Record..Hotel..M....	3,000			2-18 -133
Pacific Motorcyclist..Motorcycle..Thur..Fort....	—	3.50		3-15 -140
Min. rate 26 p. in 1 yr. \$32 p.				
Pacific Poultrycraft..Poultry..M.....	—	2.00	1.00 G	3-13 -140
Rural Californian..Agrl..M.....	—			
(Consolidated with California Cultivator July 1, 1914.)				
Touring Topics..Motoring..M.....	—			2-18 -119
1/2 p. 1 tl. \$7. Min. rate 1 p. mo. 1 yr. \$27.50 insertion.				
West Coast Magazine..Lit..M.....	—	4.20		3-16 -168
Min. rate 1 p. mo. 1 yr. \$72 insertion.				
Western Empire..Agrl..M.....	—	3.50	2.50 G	4-13 -210

Madera (E 5 1/2)—Pop. 2,404.

Daily Newspapers.

Mercury..Ind-Rep..Eve ex Su.....	\$ 700			7-13 -318
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Martinez (C 4 1/2)—Pop. 2,115.

Daily Newspapers.

Standard..Rep..Eve ex Su.....	\$ 1,091	.25		7-13 -276
(Additional space on mo. cont. .12 1/2 inch 1st insertion; .06 inch for additional insertions, same copy.)				

Marysville (D 3 1/2)—Pop. 5,430.

Daily Newspapers.

Appeal..Prog..Morn ex Su.....	\$ 1,428	.50	.10 N	6-13 -266
Su Morn.....	\$ 1,428	.50	.10 N	6-13 -266
Democrat..Neut..Eve ex Su.....	—	.25	.10 N	6-13 -273

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
 † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
 are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
 average circulation for six months ending September 30, 1914, unless otherwise noted.

CALIFORNIA—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Merced (E 5)—Pop. 3,102.				
<i>Daily Newspapers.</i>				
Sun..Dem..Eve ex Su.....	—	.15	.13 N	7-13 -304
Modesto (D 5)—Pop. 4,034.				
<i>Daily Newspapers.</i>				
Herald☐...Prog..Morn ex Mon.....	\$ 3,147	.25	.15 N	7-13 -287
News☐...Dem..Eve ex Su.....	\$ 2,763	.30	.20 N	7-13 -287
Monterey (D 6)—Pop. 4,923.				
<i>Daily Newspapers.</i>				
American☐...Ind..Eve ex Su.....	\$ 834	.10	.10 F	8-13 -332
Cypress..Ind-Rep..Morn ex Mon.....	\$ 822	.15	.13 N	7-13 -280
Mountain View (D 5)—Pop. 1,161.				
<i>Weekly Publications.</i>				
Signs of the Times..7th Day Advent..Tu.....	—	3.50		3-16½-175
Min. rate 1 inch wkly. 1 yr. \$2.10 inch.				
<i>Monthly Publications.</i>				
Signs of the Times..7th Day Advent..M.....	—	3.50		2-16½-112
Min. rate 1 inch mo. 1 yr. \$2.10 inch.				
Wapa (C 4)—Pop. 5,791.				
<i>Daily Newspapers.</i>				
Journal..Dem..Morn ex Mon.....	—	1.00	.10 N	6-13 -273
Register..Rep..Eve ex Su.....	\$ 998	.25	.05 N	6-13 -266
Oakland (C 5)—Pop. 150,174.				
<i>Daily Newspapers.</i>				
Enquirer☐...Prog..Eve ex Su.....	\$ 23,878	.70	.70 F	7-13 -294
‡ Foreign advertisers find Oakland a profitable field. Why? Because—				
It is the fastest growing community on the Pacific Coast, has over 385,000 people within a five-cent car fare limit. Its water carried commerce is over four million tons yearly, valued at over \$200,000,000. Its railroad traffic exceeds 4,500,000 tons yearly. It has 1,400 factories, whose annual output exceeds \$80,000,000, and its investment in industrial plants more than \$70,000,000. It has spent \$50,000,000 during the past six years in the construction of permanent buildings. Its assessed valuation on a one-half basis is over \$200,000,000. Its leading newspaper is the ENQUIRER.				
Tribune☐...Ind-Rep..Eve ex Su.....	© 42,008	1.82	.98 D	7-13 -294
Su Morn.....	© 40,043	2.24	1.26 D	7-13 -294
‡ The Tribune is the only Oakland daily which is a member of the Audit Bureau of Circulations. 90% in the homes, second in amount of advertising carried of eight dailies in San Francisco and Oakland. San Francisco papers do not cover Oakland. All large San Francisco retail stores use space in the Oakland Tribune regularly.				
<i>Weekly Publications.</i>				
Arauto (Portu)..Ind..Sat.....	© 1,900			7-13 -308
Observer..Ind-Rep..Sat	© 7,200	1.50		3-13 -140
Min. rate 1 inch wkly. 1 yr. \$1.20 inch.				
World..Socialist..Sat.	* 5,500	.50	.30 A	7-13 -276
<i>Monthly Publications.</i>				
British Californian..British Interests..M.....	© 8,600	1.00		3-16 -168
Min. rate 2 inches 1 tl. .75 inch.				

\$ Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices. ‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 8. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

CALIFORNIA—Continued.

CALIFORNIA—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Ontario (H 8½)—Pop. 4,274.				
Daily Newspapers.				
Report..Ind..Eve ex Su.....	————	.25	.12 I	7-13 -273
Orange (H 9)—Pop. 2,920.				
Daily Newspapers.				
News..Rep..Eve ex Su.....	© 1,394	.15	.12 N	7-13 -276
Oroville (D 3)—Pop. 3,859.				
Daily Newspapers.				
Register..Rep..Morn ex Su.....	\$ 1,390	.50	.12½ N	6-13 -280
Oxnard (F 8½)—Pop. 2,555.				
Daily Newspapers.				
Courier..Ind-Rep..Eve ex Su.....	————	.12½	.11½ I	7-13 -294
Palo Alto (C 5)—Pop. 4,486.				
Daily Newspapers.				
Times..Ind..Eve ex Su.....	\$ 850	.20	.10 B	6-13 -280
Pasadena (G 8½)—Pop. 30,291.				
Daily Newspapers.				
News□..Rep..Eve ex Su.....	\$ 4,240	.40	.20 N	7-13 -294
Star□..Prog..Eve ex Su.....	© 8,672	.75	.40 I	8-13 -294
Monthly Publications.				
Pacific Garden..Hort..M.....	© 1,000	1.00		3-13 -124
Min. rate 1 p. mo. 6 mos. \$12.50 insertion.				
Petaluma (C 4)—Pop. 5,880.				
Daily Newspapers.				
Argus..Rep..Eve ex Su.....	© 1,600	.10	.08 N	7-13 -280
Courier..Prog-Dem..Morn ex Su.....	\$ 1,000	.10	.08 N	7-13 -276
Su Morn10	.08 N	7-13 -276
Weekly Publications.				
Poultry Journal..Poultry..Wed.....	© 8,438	1.25		4-13 -175
Min. rate 2,496 inches in 1 yr. .35 inch.				
Placerville (E 4)—Pop. 1,914.				
Daily Newspapers.				
Republican & Nugget..Ind-Rep..Eve ex Su....	\$ 350	.10	.05 A	6-13 -280
Pomona (H 8½)—Pop. 10,207.				
Daily Newspapers.				
Progress□..Rep..Eve ex Su.....	\$ 3,392	.25	.18 N	7-13 -294
Review□..Rep..Eve ex Su.....	\$ 3,226	.20	.15 N	7-13 -294
Times□..Prog-Rep..Morn ex Su.....	————	.15	.10 A	7-13 -280
Su Morn	————	.15	.10 A	7-13 -280
Porterville (F 6½)—Pop. 2,696.				
Daily Newspapers.				
Messenger..Ind-Rep..Morn ex Su.....	————	.12	.12 F	6-13 -266
Recorder..Ind..Eve ex Su.....	© 850	.12	.12 F	5-13 -231
Red Bluff (C 2½)—Pop. 3,530.				
Daily Newspapers.				
News..Dem..Morn ex Su & Mon.....	* 835	.15	.10 N	7-13 -308
Su Morn	* 835	.15	.10 N	7-13 -308
People's Cause..Rep..Eve ex Su.....	© 510			7-13 -280

\$ Government statement—See page 5. * Gross circulation. ◎ Net circulation. □ Can use matrices.
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 are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
 average circulation for six months ending September 30, 1914, unless otherwise noted.

CALIFORNIA—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Bedding (C 2)—Pop. 3,572.				
<i>Daily Newspapers.</i>				
Courier-Free Press..Rep..Eve ex Su.....	1,000	.15	.09 N	6-13 -276
Searchlight..Ind..Morn ex Mon.....	1,225	.15	.15 F	7-13 -280
Redlands (H 8½)—Pop. 10,449.				
<i>Daily Newspapers.</i>				
Facts..Rep..Eve ex Su.....	—	.20	.12 E	7-13 -280
Review..Prog-Rep..Morn ex Mon.....	1,828	.20	.12 E	7-13 -280
Su Morn	1,916	.20	.12 E	7-13 -280
Richmond (C 4½)—Pop. 6,802.				
<i>Daily Newspapers.</i>				
Independent□..Ind..Morn ex Mon.....	1,325	.50	.10 N	6-13 -280
Record-Herald..Ind-Dem..Eve ex Su.....	—	.25	.17½N	6-13 -278
Riverside (H 8½)—Pop. 15,212.				
<i>Daily Newspapers.</i>				
Enterprise□..Rep..Eve ex Su.....	\$ 3,741	.30	.23 N	7-13 -290
Press□..Prog..Eve ex Su.....	4,091	.20	.20 F	7-13 -287
Sacramento (D 4)—Pop. 44,696.				
<i>Daily Newspapers.</i>				
Bee□..Ind..Eve ex Su.....	\$ 27,739	.70	.70 F	8-12½-296
Sat Edn..Ind & Agrl.....	29,315	.70	.70 F	8-12½-296
Star□..Ind..Eve ex Su.....	6,622	.28	.21 G	8-12 -280
Union□..Ind..Morn ex Su.....	\$ 13,014	.70	.42 G	7-13 -280
Su Morn	—	.70	.42 G	7-13 -280
<i>Monthly Publications.</i>				
California Odd Fellows & New Age..I.O.O.F...M.*	3,000			4-13 -175
Great West..Development..M.....	—			2-21 -140
Flat rate \$100 per p. ¼ p. \$25.				
Live Stock & Dairy Journal..Agrl..M.....	15,327	1.75	1.33 E	4-13 -168
Salinas (D 6)—Pop. 3,736.				
<i>Daily Newspapers.</i>				
Index..Rep..Eve ex Su.....	\$ 1,000	.25	.06 A	6-13 -280
Journal..Dem..Morn ex Mon.....	\$ 712	.15	.06 A	7-13 -280
San Bernardino (H 8½)—Pop. 12,779.				
<i>Daily Newspapers.</i>				
Index□..Prog..Eve ex Sat & Su.....	3,708	.40	.20 N	7-13 -290
Su Morn	—	.40	.20 N	7-13 -290
News□..Ind..Eve ex Su.....	\$ 2,283	.12	.12 F	7-13 -287
Sun□..Rep..Morn ex Mon.....	\$ 3,488	.30	.17½N	7-13 -287
San Diego (H 10)—Pop. 39,578.				
<i>Daily Newspapers.</i>				
Sun□..Ind..Eve ex Su.....	15,006	.42	.35 G	8-12 -280
{ Tribune□..Rep..Eve ex Su..... }	—			8-12½-294
{ Union□..Rep..Morn ex Su..... }	\$ 24,259	1.12	.70 L	8-12½-294
Su Morn	\$ 13,680	1.12	.56 L	8-12½-294
‡ The pioneer newspaper of the great Southwest is the Union, the only morning and Sunday paper. The Tribune is the only Associated Press evening daily. Because of the \$10,000,000 San Diego Exposition all the year 1915 San Diego expects to double its population. September combined sworn circulation, 25,557; Sunday Union, 21,078.				
<i>Monthly Publications.</i>				
Motor News□..Motoring..M.....	5,000			2-20½-136
1-24 p. 1 tl. \$3. Min. rate 1 p. mo. 1 yr. \$22.50 insertion.				

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CALIFORNIA—Continued.

San Francisco (C 5)—Pop. 416,912.

Daily Newspapers.

	1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Bulletin □ ..Ind-Rep..Eve ex Su..... \$ 111,064 ¶ The following figures show how The Bulletin's circulation is distributed: City and Suburban circulation, 83,219; Country News Dealers and Country Mail Subscribers, 82,824. The Evening Bulletin is recognized as one of the strongest advertising mediums on the Pacific Coast. Circulation guaranteed. Member of the Audit Bureau of Circulations.	2.80	2.24 L	8-12½-280
Call □ ..Ind..Eve ex Su..... \$ 105,835 ¶ Recent examination by Audit Bureau of Circulations shows Daily Call has over 85,000 net paid circulation in San Francisco and suburbs. The Call is the great home evening paper of San Francisco. Chicago office, 748 Marquette Bldg.; New York office, Fifth Ave. Bldg.; Boston, 8 Winter St.	2.80	2.10 G	8-12½-280
Chronicle □ Rep..Morn ex Su..... © 86,971 Su Morn © 97,209 ¶ The CHRONICLE is the home newspaper of San Francisco. Its circulation is not in the streets but in the family circle. It is ably edited and stands for the best in life. Its advertising columns are clean and its half million daily readers have confidence in them. These essential qualifications insure profitable results to advertisers.	3.15 3.50	2.83½ L 3.15 L	8-12½-296 8-12½-296
Chung Sai Yat Po (Chinese) ..Ind..Eve ex Su.. © 5,400	1.00	.10 P	4-27 -196
Demokrat (Ger) □ ..Ind..Morn ex Su..... * 6,600 Su Morn * 9,860	.70 .70	.21 L .21 L	7-13 -290 7-13 -290
Echo de L'Ouest (Fr) ..Eve ex Su..... \$ 1,800			
Examiner □ ..Ind..Morn ex Su..... © 121,674 Su Morn © 228,520 Min. rate 2,143 inches 1 yr. \$3.07½ daily and \$4.76 inch Sunday.	3.50 5.60		8-12½-280 8-12½-280
Franco-Californien (Fr) ..Morn ex Mon..... \$ 1,676			8-13 -318
Italia (Ital) ..Ind..Morn & Su..... © 13,580	.75	.50 I	7-13 -280
Japanese-American (Jap) ..Non-Pol.Morn ex Su.. © 12,000 Su Morn © 12,500	.25 .25	.20 N .20 N	9-13 -217 9-13 -217
Journal of Commerce ..Coml..Eve ex Su.....	.50	.40 N	7-13 -287
News □ ..Ind..Eve ex Su..... \$ 33,572	1.12	.98 G	8-12 -280
New World (Jap) ..Ind..Morn ex Su..... \$ 6,873			7-13 -280
Voce Del Popolo (Ital) ..Ind..Eve ex Su..... \$ 7,000 Min. rate 1 inch daily 1 yr. \$6 inch per yr.	1.50		7-13 -290

Weekly Publications.

Argonaut □ ..Ind..Rep..Sat © 7,600	1.50	1.39½ M	4-14 -196
Breeder & Sportsman ..Horse Interests & Sports Sat © 5,170 Min. rate 1 inch wkly. 1 yr. .80 inch.	2.00		4-13½-196
California Christian Advocate □ ..Meth..Thur.. © 9,031	.70	.70 F	3-14 -147
California Country Journal ..Agrl..Sat.....	1.40	1.05 H	4-13 -175
California Home & Farmer □ ..Agrl..Sat..... (California Farm & Home, San Francisco, and the California Farmer, San Jose, were consolidated Feb. 1, 1915, under the name of California Home & Farmer.) ¶ The California Home and Farmer constitutes the agricultural section of 75 separate Daily and Weekly newspapers in all the farm districts of California. Total, 70,000 circulation weekly—guaranteed by publisher.	3.00	3.00 F	4-13 -217
California Fruit Grower ..Hort..Sat..... Min. rate ¼ p. 1 tl. \$8.00.	.75		4-13 -178
California Jewish Voice (Yiddish) ..Ind..Fri.....			7-13 -280
California Outlook (See Los Angeles.)			
Chronicle □ ..Ind..Thur 2.10	2.10	2.10 F	7-13 -294
Coast Seamen's Journal ..Labor..Wed..... 1.00 Min. rate 1 inch wkly 1 yr. .57½ inch.	1.00		4-13 -185
Emanu-El (Jewish) □ ..Semi-Relig..Fri © 14,500	1.50	.85 I	4-14 -196
Grocer & Country Merchant ..Trade..Fri..... Min. rate 1 inch wkly. 1 yr. .55 inch.	.75		4-13 -168

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¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

CALIFORNIA—Continued.

San Francisco—Continued.

Weekly Publications.

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Jadran (Croatian) □ ..Ind..Thur	© 9,600	.55	.35 K	7-13 -280
Jewish Times (Jewish) ..Fri.....	—	1.50		4-13 -168
Min. rate 1 inch wkly. 1 yr. \$48.				
Labor Clarion..Labor..Fri.....	—	1.00	.80 E	3-17 -168
Leader (Irish Cath)..Sat.....	—	1.00	.60 N	7-13 -290
Mining & Scientific Press □ ..Mining..Sat.....	© 4,614			2-21 -140
1-16 p. 1 tl. \$4.00. Min. rate 1 p. wkly. 1 yr. \$38 insn.				
Monitor (Cath)..Sat.....	—	1.40	.70 G	7-13 -292
News Letter..Lit..Sat	* 26,040	4.00		2-23 -157
Min. rate 1 p. wkly. 1 yr. \$68.50 insertion.				
Organized Labor..Labor..Sat	© 26,500	1.00	.75 E	6-13 -273
Pacific Coast Hotel Gazette..Hotel..Sat.....	* 6,000	1.25		3-17 -168
Min. rate ½ p. wkly. 12 tl. \$21.25 insertion.				
Pacific Dairy Review..Dairy..Thur.....	—	1.25	.50 P	3-14 -140
Pacific Rural Press..Agri..Sat.....	© 18,000	1.75		4-13 -182
Min. rate 2,800 inches 1 yr. \$1.25 inch.				
Referee-Announcer..Sports & Theat..Thur....	© 8,700	1.50		3-17 -112
Min. rate 1 p. 26 tl. \$54 p.				
Retail Grocer's Advocate..Trade..Fri.....	—	1.00		2-20 -140
Min. rate 1 p. wkly. 1 yr. \$12.35 insertion.				
Rounder & Play-Bill..Amusement..Sat.....	© 14,000			4-12 -154
Town Talk..Lit..Sat.....	—	2.25		3-16½ -161
Min. rate 1 p. wkly. 1 yr. \$40 insertion.				
Vestkusten (Swed) □ ..Ind-Rep..Thur.....	© 4,900	.20	.20 F	7-13 -287
Wasp..Ind..Sat	© 16,000	2.00		4-13 -157
Min. rate 1 inch wkly. 1 yr. \$1.25 inch.				

Monthly Publications.

Architect & Engineer of California..Arch..M....	—			2-14 -112
½ p. 1 tl. \$18. Min. rate 1 p. mo. 1 yr. \$40 insertion.				
British-Californian..British Ints..M	© 9,100			3-16 -168
Camera Craft □ ..Photo..M.....	© 13,500	3.75		2-16 -112
Min. rate 1 p. mo. 1 yr. \$3 insertion.				
Coast Banker..Financial..M.....	—	3.00		2-18 -192
Min. rate 1 inch mo. 1 yr. \$2.32 inch.				
Motoring Magazine & Motor Life..Motoring..M..	—	4.00		3-15 -158
Min. rate. 1 p. mo. 1 yr. \$67.50 insertion.				
Orchard & Farm..Agri..M.....	—	3.50	3.50 F	4-13 -168
Overland Monthly..Lit..M	* 75,639	4.50		2-16 -112
Min. rate 3 p. in 1 yr. \$63 p.				
Pacific Coast Architect..Arch..M.....	—			2-21 -140
½ p. 1 tl. \$14.50. Min. rate 1 p. mo. 1 yr. \$40 insertion.				
Pacific Coast Golf & Out Door Sports..Sports..M.	—	2.80		4-13 -168
Min. rate 1-16 p. mo. 1 yr. \$2.50 insertion.				
Pacific Hardware Journal..Trade..M.....	—			2-21 -140
½ p. 1 tl. \$4.25. Min. rate 1 p. mo. 1 yr. \$25 insertion.				
Pacific Marine Review □ ..Marine..M.....	© 2,900			2-20 -140
½ p. 1 tl. \$12. Min. rate 1 p. mo. 1 yr. \$50 insertion.				
Pacific Motor & American Motor News..Motoring M	—			2-19½ -136
½ p. 1 tl. \$10. Min. rate ½ p. mo. 1 yr. \$21.25 insertion.				
Pacific Printer & Publisher □ ..Typog..M.....	© 3,050	4.50		2-20 -140
Min. rate 1 p. mo. 1 yr. \$36 insertion.				
Sierra Educational News..Educ..M ex July & Aug	—			2-12 -100
1 inch 1 tl. \$3.50. 1 p. 1 tl. \$35 flat.				
Sunset, the Pacific Monthly..Lit..M.....	© 130,123	14.00		2-16 -112
Min. rate ½ p. 1 tl. \$50.				
Circulation, net paid average monthly edition, or rebate, guaranteed by Sunset Magazine.....	125,000			
† Note: Woodhead, Field & Co., San Francisco, now own Sunset Magazine.				

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CALIFORNIA—Continued.**San Francisco—Continued.****Monthly Publications.**

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Western Field..Sport, Hort & Agrl..M.....	_____			2-16 -112
½ p. 1 tl. \$7.50. Min. rate ¼ p. mo. 1 yr. \$3.35 insertion. (Dated also at Los Angeles.)				
Western Graphic..Sports..M.....	_____	5.00		4-13 -140
Min. rate 1 p. mo. 1 yr. \$50 insertion.				
Western Journal of Education..Educ..M.....*	4,000	2.00		3-18 -168
Min. rate 1 p. mo. 1 yr. \$48 insertion.				
Western Motor Record□..Motoring..M.....	_____	5.00	4.50 I	7-13 -287
Wholesalers' & Retailers' Review..Liquor..M..©	4,300	1.50		3-17 -168
Min. rate ¼ p. 1 tl. \$15 insertion.				

Yearly Publications.

Pacific Road Guide..Motoring..Yrly.....	_____	5.00	5.00 F	1-18 -112
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San Jose (D 5)—Pop. 28,946.**Daily Newspapers.**

Mercury-Herald□..Rep..Morn ex Su.....©	11,364	.42	.42 F	7-13 -280
Su Morn	12,008	.42	.42 F	7-13 -280

§ This circulation rating of the San Jose Daily and Sunday Mercury Herald is hereby guaranteed by the Charles H. Fuller Company in the sum of \$100. Plan of guarantee and permission to audit is explained on page 4.

Weekly Publications.

California Farmer (Associated)□..Agrl..Su....				
(Consolidated with California Home & Farmer Feb. 1, 1915.)				

Monthly Publications.

Pacific Fanciers' Monthly..Poultry..M.....	_____			3-13 -140
Min. rate 1 p. mo. 3 mos. \$18.34 insertion.				

San Luis Obispo (E 7)—Pop. 5,157.**Daily Newspapers.**

Telegram..Ind..Eve ex Su.....	\$ 1,030	.08	.08 F	6-13 -273
Tribune..Rep..Morn ex Mon.....	_____	.06	.06 F	7-13 -301

San Mateo (C 5)—Pop. 4,384.**Daily Newspapers.**

News..Ind..Eve ex Su.....	\$ 1,238	.35	.14 N	5-13 -252
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Santa Ana (H 9)—Pop. 8,429.**Daily Newspapers.**

Blade□..Rep..Eve ex Su.....	\$ 1,500	.15		7-13 -280
Min. rate 1 inch daily 1 mo. \$2.				
Register□..Ind-Prog..Eve ex Su.....	\$ 3,377	.20	.15 N	7-13 -290

Santa Barbara (F 8)—Pop. 11,659.**Daily Newspapers.**

News & Independent□..Ind..Eve ex Su.....	\$ 2,944	.30	.18 N	7-13 -290
Press□..Rep..Morn ex Mon.....	\$ 2,791	.30	.17 N	7-13 -287

Santa Cruz (C 5½)—Pop. 11,146.**Daily Newspapers.**

News..Ind-Rep..Eve ex Su.....	\$ 1,701	.15	.15 F	6-13 -276
Sentinel..Rep..Morn ex Mon.....©	1,912	.16	.12 G	6-13 -280
Surf..Ind..Eve ex Su.....	\$ 1,650	.35	.13 N	6-13 -280

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CALIFORNIA—Continued.				1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Santa Monica (G 8½)—Pop. 7,847.						
<i>Daily Newspapers.</i>						
Outlook..Rep..Eve ex Su.....	—			.10	.10 F	7-13 -276
Santa Rosa (C 4)—Pop. 7,817.						
<i>Daily Newspapers.</i>						
Press-Democrat☐..Ind..Morn ex Mon.....	\$ 2,500	.25	.15 N	7-13 -280		
Republican☐..Rep..Eve ex Su.....	\$ 2,300	.50	.10 N	6-13 -280		
<i>Weekly Publications.</i>						
Press-Democrat☐..Ind..Wed & Sat.....	\$ 2,400	.25	.15 N	7-13 -280		
Republican☐..Rep..Tu & Fri.....	\$ 2,500	.50	.10 N	6-13 -280		
Stanford University (C 5½)—Pop. —.						
<i>Daily Newspapers.</i>						
Palo Alto..Collegiate..Daily ex Sat & Su during college year	—	.17	.17 F	4-13 -189		
Stockton (D 4½)—Pop. 23,253.						
<i>Daily Newspapers.</i>						
Independent☐..Rep..Morn ex Su.....	\$ 3,557	.50	.25 N	7-13 -280		
	Su Morn50	.25 N	7-13 -280		
Mail☐..Dem..Eve ex Su.....	\$ 5,136	.35	.23 B	7-13 -301		
‡ The Mail is a real newspaper for all the people, hence its circulation gain, 1,072, from April 1 to October 1, 1914. E. Katz Special Advertising Agency, New York-Chicago.						
Record☐..Ind..Eve ex Su.....	\$ 7,229	.35	.35 F	7-13 -300		
Tulare (F 6)—Pop. 2,758.						
<i>Daily Newspapers.</i>						
Advance..Dem..Morn ex Mon.....	\$ 780	.07½	.07½ F	6-13 -280		
Register☐..Prog..Eve ex Su.....	\$ 720	.15		6-13 -280		
Min. rate 1 inch daily 1 mo. \$1.25 inch.						
Turlock (E 5)—Pop. 1,573.						
<i>Daily Newspapers.</i>						
Journal..Ind..Eve ex Su.....	—	.12		6-13 -273		
Min. rate 1 inch every day 1 yr. .07½ inch.						
Vallejo (C 4½)—Pop. 11,340.						
<i>Daily Newspapers.</i>						
Chronicle..Rep..Eve ex Su.....	\$ 1,312	1.00	.10 N	6-13 -280		
News..Rep..Eve ex Su.....	© 975	.25		6-13 -280		
Min. rate 1 inch 1 mo. .05 inch.						
Times..Dem..Morn ex Mon.....	—	1.00	.10 N	6-13 -276		
Ventura (F 8)—Pop. 2,945.						
<i>Daily Newspapers.</i>						
Democrat..Dem..Morn ex Su.....	© 470	.07	.07 F	6-13 -273		
Free Press..Rep..Eve ex Su.....	—	.25	.12 N	7-13 -304		
Visalia (F 6)—Pop. 4,550.						
<i>Daily Newspapers.</i>						
Delta☐..Prog..Morn ex Mon.....	© 1,201	.12½	.08½ N	6-13 -280		
Times☐..Dem..Eve ex Su.....	\$ 1,224	.15	.10 N	6-13 -280		

§ Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices.
‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
average circulation for six months ending September 30, 1914, unless otherwise noted.

CALIFORNIA—Continued.**Watsonville (D 5½)—Pop. 4,446.****Daily Newspapers.**

Pajaronian..Prog-Rep..Eve ex Su..... ———	.25		8-13 -322
Min. rate 1 inch daily 6 mos. \$1.50 mo.			
Register..Dem..Morn ex Mon..... © 1,500	.25	.10 I	6-13 -280
Su Morn © 1,500	.25	.10 I	6-13 -280

Whittier (G 8½)—Pop. 4,550.**Daily Newspapers.**

News□..Ind..Eve ex Su..... © 1,900	.15	.15 F	7-13 -287
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Willows (C 3)—Pop. 1,139.**Daily Newspapers.**

Journal..Ind-Dem..Eve ex Su..... ———	.35		7-13 -273
Min. rate 1 inch daily 1 yr. .67½ inch.			

Woodland (D 4)—Pop. 3,187.**Daily Newspapers.**

Democrat..Dem..Eve ex Su..... ———	.05	.03 N	7-13 -283
Mall..Rep..Morn ex Su..... ———	.20	.14 N	7-13 -280

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
 ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
 are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
 average circulation for six months ending September 30, 1914, unless otherwise noted.

COLORADO

Cities and Towns of—	No.	Pop.
100,000 inhabitants or more	1	212,321
50,000 to 100,000 inhabitants
25,000 to 50,000 inhabitants	2	72,473
10,000 to 25,000 inhabitants	1	10,204
5,000 to 10,000 inhabitants	7	52,558
2,500 to 5,000 inhabitants	16	55,224

COLORADO

	No.	Pop.
Urban territory		404,840
Rural territory		394,184
Cities and towns of less than 2,500 inhabitants.....	174	96,757
Other rural territory		297,427
Total number of dwellings in state.....		183,874
Total number of families in state		194,467

COLORADO—Pop. 799,024.				1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Aspen (E 4)—Pop. 1,334.						
<i>Daily Newspapers.</i>						
Democrat-Times..Dem..Eve ex Su.....	_____			.25		6-13 -280
Min. rate 1 inch 1 mo. daily .08 inch.						
Boulder (H 2½)—Pop. 9,539.						
<i>Daily Newspapers.</i>						
Camera..Dem..Eve ex Su.....	\$ 1,382			.12	.12 F	8-13 -336
Herald..Rep..Eve ex Su.....	_____					8-13 -336
Canon City (H 5½)—Pop. 5,162.						
<i>Daily Newspapers.</i>						
Record..Rep..Eve ex Su.....	_____			.10	.10 F	6-13 -276
Colorado Springs (J 5)—Pop. 29,078.						
<i>Daily Newspapers.</i>						
Gazette☐..Prog..Morn ex Su.....	◎ 4,955			.84	.35 L	7-13 -294
Su Morn	◎ 6,470			.84	.35 L	7-13 -294
Telegraph☐..Rep..Eve ex Su.....	\$ 5,307			.84	.35 G	7-13 -301
<i>Monthly Publications.</i>						
Intermountain Poultry Advocate..Poultry..M.◎	7,400			2.00	.60 C	3-13 -140
Cripple Creek (H 5)—Pop. 6,206.						
<i>Daily Newspapers.</i>						
Times☐..Ind..Morn ex Mon.....	\$ 2,700			.35	.20 A	7-13 -280
Denver (J 3)—Pop. 213,381.						
<i>Daily Newspapers.</i>						
Express☐..Ind..Eve ex Su.....	\$ 19,646			.84	.70 G	8-12 -280
Herold (Ger)☐..Ind..Eve ex Sat & Su.....	◎ 9,200			.70	.49 L	7-13 -280
Su Morn	◎ 9,800			.84	.56 L	7-13 -280
Mining Record..Mining..Eve ex Su.....	_____			.70	.42 L	7-13 -294
News☐..Ind..Morn ex Su.....	◎ 42,707			1.05	1.05 F	8-13 -280
Su Morn	◎ 64,337			1.40	1.40 F	8-13 -280
Post☐..Ind..Eve ex Su.....	◎ 72,888			1.26	1.26 F	8-13 -301
Su Morn	◎ 97,637			1.68	1.68 F	8-13 -301
Record Stockman☐..Coml..Eve ex Su.....	_____			1.12	.56 A	7-13 -308
Times☐..Ind..Eve ex Su.....	◎ 25,630			.84	.84 F	8-13 -280
<i>Weekly Publications.</i>						
Capitale (Ital)..Ind..Sat.....	* 9,500			.50	.20 N	7-13 -301
Catholic Register..Cath..Thur.....	_____			1.40	.70 A	7-13 -294
East End Echo..Ind..Thur.....	◎ 5,000					7-13 -308
Field & Farm..Agrl..Sat.....	◎ 30,688			1.68	1.68 F	4-13 -182
Great Divide..Ind..Mon.....	_____			4.20	4.20 F	8-13 -301
(Name changed from Post Aug. 3, 1914.)						
Herold (Ger)☐..Ind..Sat.....	◎ 14,200			.70	.49 L	7-13 -280
News☐..Ind..Thur	◎ 7,400			.70	.70 F	8-13 -280
Record-Stockman☐..Coml..Thur	_____			1.40	.70 A	7-13 -308
South Denver Eye & Bulletin..Local..Fri.....	◎ 4,000					7-13 -304
Svensk-Amerikanska Western (Swed).Ind..Thur	_____			.50	.50 F	7-13 -294
<i>Monthly Publications.</i>						
Farmers' Life & Fruit Journal..Agrl..M.....						
(Consolidated with Western Farm Life, Denver, Aug. 15, 1914.)						
Harpoon..Postal Employees..M.....	◎ 9,250			1.25	1.00 G	4-13 -185
Outdoor Life..Sporting..M.....	◎ 55,500			4.90		2-16 -112
Min. Rate ¼ p. 12 tl. or 3 p. in 1 yr. \$3.94 inch.						

\$ Government statement—See page 5. * Gross circulation. ◎ Net circulation. ☐ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

COLORADO—Continued.**Denver—Continued.****Monthly Publications.**

Ranch & Range...Agrl..M.....
(Consolidated with Western Farm Life, Denver, Aug. 15, 1914.)

Rocky Mountain Magazine..Family..M.....
Min. rate 1 p. 1 tl. \$2.45 inch.

Sanatorium..Anti-Tuberculosis..Bi-M.....

Scenic Lines Employees' Magazine..R R Employees
M.....
½ p. 1 tl. \$6. Min. rate 1 p. mo. 1 yr. \$28 insertion.

Sister Republics (Eng & Span)□...Coml..M....© 2,350
½ p. 1 tl. \$5.00. Min. rate 1 p. mo. 1 yr. \$20.00 insertion.

Western Farm Life..Agrl..S-M.....© 51,350
Min. rate 1 p. 1 tl. \$174.

Circulating rating is average from Sept. 15 to Nov. 15, 1914. On Aug. 15, 1914, the following papers were consolidated under the name of Western Farm Life; Farmers Life, Denver; Ranch and Range, Denver; Intermountain Fruit Journal, Grand Junction; Trans-Missouri Farmer and Ranchman, Cheyenne, Wyo.

Western Poultry World..Poultry..M.....
(Moved to Louisville, Colo., about Jan. 1, 1915.)

Durango (C 8)—Pop. 4,686.**Daily Newspapers.**

Democrat..Dem..Morn ex Mon.....\$ 1,780

Herald..Rep..Eve ex Su.....\$ 725

Florence (H 6)—Pop. 2,712.**Daily Newspapers.**

Citizen..Rep..Eve ex Su.....

Fort Collins (H 1)—Pop. 8,210.**Daily Newspapers.**

Courier□...Rep..Morn & Eve ex Su.....\$ 1,528

Express..Rep..Morn ex Mon.....\$ 1,412

Review..Dem..Eve ex Su.....

Weekly Publications.

Courier□...Rep..Thur.....© 1,100

Courier-Farmer□...Agrl..Tu.....© 1,000

Monthly Publications.

Colorado Dairyman..Dairying..M.....© 7,120

Fort Morgan (L 2)—Pop. 2,800.**Daily Newspapers.**

Times..Rep..Eve ex Su.....© 575

Weekly Publications.

Times..Rep..Thur.....© 1,600

Glenwood Springs (D 3½)—Pop. 2,019.**Daily Newspapers.**

Avalanche..Ind..Eve ex Su.....\$ 500

Grand Junction (A 4)—Pop. 7,754.**Daily Newspapers.**

News□...Ind-Rep..Morn ex Su & Mon.....© 2,165

Su Morn.....© 2,165

Sentinel□...Dem..Eve ex Su.....\$ 2,146

1 time
rate
per
inch

Minimum
rate
per
inch

Number of
columns,
width and
length

3.50

4-13 -190

2-15 -112

2-15 -112

2-13 -133

4.20

4-13 -182

.10

.10 F

6-13 -276

.11

.11 F

7-13 -304

.10

.08 I

6-13 -276

.15

.12½A

6-13 -276

.10

.10 F

6-13 -280

.10

.10 F

6-13 -276

.15

.12½A

6-13 -276

.15

.12½A

6-13 -276

.10

.10 F

6-13 -280

.15

.15 F

6-13 -280

.10

.10 F

6-13 -280

.15

.15 F

7-13 -280

.15

.15 F

7-13 -280

.15

.15 F

7-13 -280

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
† Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
average circulation for six months ending September 30, 1914, unless otherwise noted.

COLORADO—Continued.			1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Greeley (J 2)—Pop. 8,179.					
Daily Newspapers.					
Tribune Republican..Ind..Eve ex Su.....	©	2,216	.12½	.12½ F	7-13 -280
Leadville (F 4)—Pop. 7,508.					
Daily Newspapers.					
Herald-Democrat..Rep..Morn ex Su.....	} \$	2,001	.70	.28 G	7-13 -276
Su Morn70	.28 G	7-13 -276
Longmont (H 2)—Pop. 4,256.					
Daily Newspapers.					
Call..Rep..Eve ex Su.....	—		.15	.15 F	7-13 -276
Louisville (H 2½)—Pop. 1,706.					
Monthly Publications.					
Western Poultry World..Poultry..M.....	*	7,000	2.00		3-13 -140
Min. rate 1 p. mo. 1 yr. \$20 insertion.					
Loveland (H 2)—Pop. 3,651.					
Daily Newspapers.					
Herald..Dem..Eve ex Su.....	©	1,201			6-13 -280
Montrose (C 5½)—Pop. 3,254.					
Daily Newspapers.					
Press & Empire..Rep..Eve ex Su.....	—		.15	.07 P	6-13 -276
Pueblo (J 6)—Pop. 44,395.					
Daily Newspapers.					
Chieftain□..Rep..Morn & Su.....	©	10,540	.98	.42 G	7-13 -280
Star Journal□..Ind..Eve ex Su.....	} ©	10,027	.56	.35 L	7-13 -294
Su Morn56	.35 L	7-13 -294
Weekly Publications.					
Slovenski Narod (Slov)..Ind-Labor..Fri.....	—		.50	.37½ N	6-13½ -280
Unione (Ital)..Ind..Fri.....	—		.35		6-13 -280
Min. rate 1 inch wkly. 1 yr. .30 inch.					
Vindice (Ital)..Ind..Sat.....	©	3,300	.25		7-13 -308
Min. rate 1 inch wkly. 6 mo. .20 inch.					
Sterling (M 1)—Pop. 3,044.					
Daily Newspapers.					
Advocate..Rep..Eve ex Su.....	©	1,059	.10	.10 F	7-13 -308
Weekly Publications.					
Republican Advocate..Rep..Thur	©	2,343	.15	.15 F	7-13 -308
Telluride (C 7)—Pop. 1,756.					
Daily Newspapers.					
Journal..Dem..Eve ex Su.....	\$	695	.10	.10 F	6-13 -276
Trinidad (K 8)—Pop. 10,204.					
Daily Newspapers.					
Advertiser..Dem..Morn ex Mon.....	\$	1,907	.12	.12 F	6-13 -276
Chronicle-News..Prog-Rep..Eve ex Su.....	\$	2,014	.10	.10 F	7-13 -280
Free Press..Local..Eve ex Su.....	—		.15	.15 F	6-13 -280

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

CONNECTICUT—Pop. 1,114,756.				1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Ansonia (C 4)—Pop. 15,152.						
<i>Daily Newspapers.</i>						
Sentinel☐...Ind-Rep..Eve ex Su.....	\$ 5,185			.21	.21 F	7-13 -280
Bridgeport (C 5)—Pop. 102,054.						
<i>Daily Newspapers.</i>						
Farmer☐...Dem..Eve ex Su.....	\$ 10,567			.70	.24½ I	7-13 -304
Post☐...Ind..Eve ex Su.....	\$ 11,944			.63	.35 I	7-13 -280
Su Morn35	.35 F	7-13 -280
‡ The Post is the leading evening paper of Western Conn. Has largest circulation in Bridgeport. Member A. B. C. Cir'n 18,800.						
Standard☐...Rep..Eve ex Su.....	\$ 8,350			1.00	.20 N	7-13 -308
‡ The Standard's continued steady growth is further proof that it is Bridgeport's substantial newspaper.						
Telegram☐...Ind..Morn ex Su.....	\$ 10,870			1.00	.28 B	7-13 -280
<i>Weekly Publications.</i>						
Herald☐...Ind..Su	© 25,249			.70	.70 F	7-13 -266
(Dated also Waterbury.) Rate for either edition separately .43 inch flat.						
Sole (Ital)...Rep..Sat.....				.25	.20 I	7-13 -280
Danbury (B 4)—Pop. 20,234.						
<i>Daily Newspapers.</i>						
News☐...Neut..Eve ex Su & Wed.....	© 6,163			.16½	.16½ F	7-13 -304
<i>Weekly Publications.</i>						
News☐...Neut..Wed	© 6,829			.16½	.16½ F	7-13 -304
Hartford (E 2½)—Pop. 98,915.						
<i>Daily Newspapers.</i>						
Courant☐...Rep..Morn & Su.....	\$ 16,721			1.12	.49 G	7-13 -294
‡ The Hartford Courant is the only morning paper in Hartford, and all together the leading morning paper of Connecticut. The Daily and Sunday Courant is the favorite paper of all the best people in and around Hartford. It brings advertisers best results. Sworn circulation statement furnished. Foreign Advertising Representatives, The Chas. H. Eddy Co., Chicago, New York and Boston.						
Post☐...Ind..Eve ex Su, also Su Morn.....	\$ 13,113			.98	.28 G	7-13 -303
‡ Post Government report Oct. 1, 1914, showed a net paid average circulation of 13,113. The Post is the popular newspaper and a responsive advertising medium. Combined rate on mail order ads 5c per line covering Sat., Su. & Mon. issues.						
Times☐...Ind-Dem..Eve ex Su.....	\$ 22,791			1.12	.56 G	8-12½-306
☐ ‡ The Hartford Times paid circulation from April 1st, 1914, to Oct. 1st, 1914, was 22,791. The only member of the A. B. C. in Hartford and circulation books are open to any certified public accountant. This circulation rating of the Daily Times is hereby guaranteed by the Charles H. Fuller Company in the sum of \$500.00, which will be paid to the first advertiser who successfully controverts its accuracy. The Times is a three-cent evening paper running 20 to 32 or more eight-column pages daily. It is big and wholesome and admittedly is the chosen home newspaper in the most prosperous community in the United States. "One paper in the home is worth 100 on the highway." Kelley-Smith, Representatives, New York and Chicago.						
<i>Weekly Publications.</i>						
Catholic Transcript☐...Cath..Thur.....	© 32,920			1.00	.40 N	7-13 -294
Globe☐...Ind..Su	© 14,600			1.12	.42 L	7-13 -280
‡ The Globe maintains its popularity in the local field by giving the readers an up-to-the-minute news service, features for every member of the family and an impartial presentation of local and state happenings. No premiums are used to build circulation, but its growth is steady. Circulation, 60 per cent city, 40 per cent suburban. In combination with a daily, it thoroughly covers the local field.						

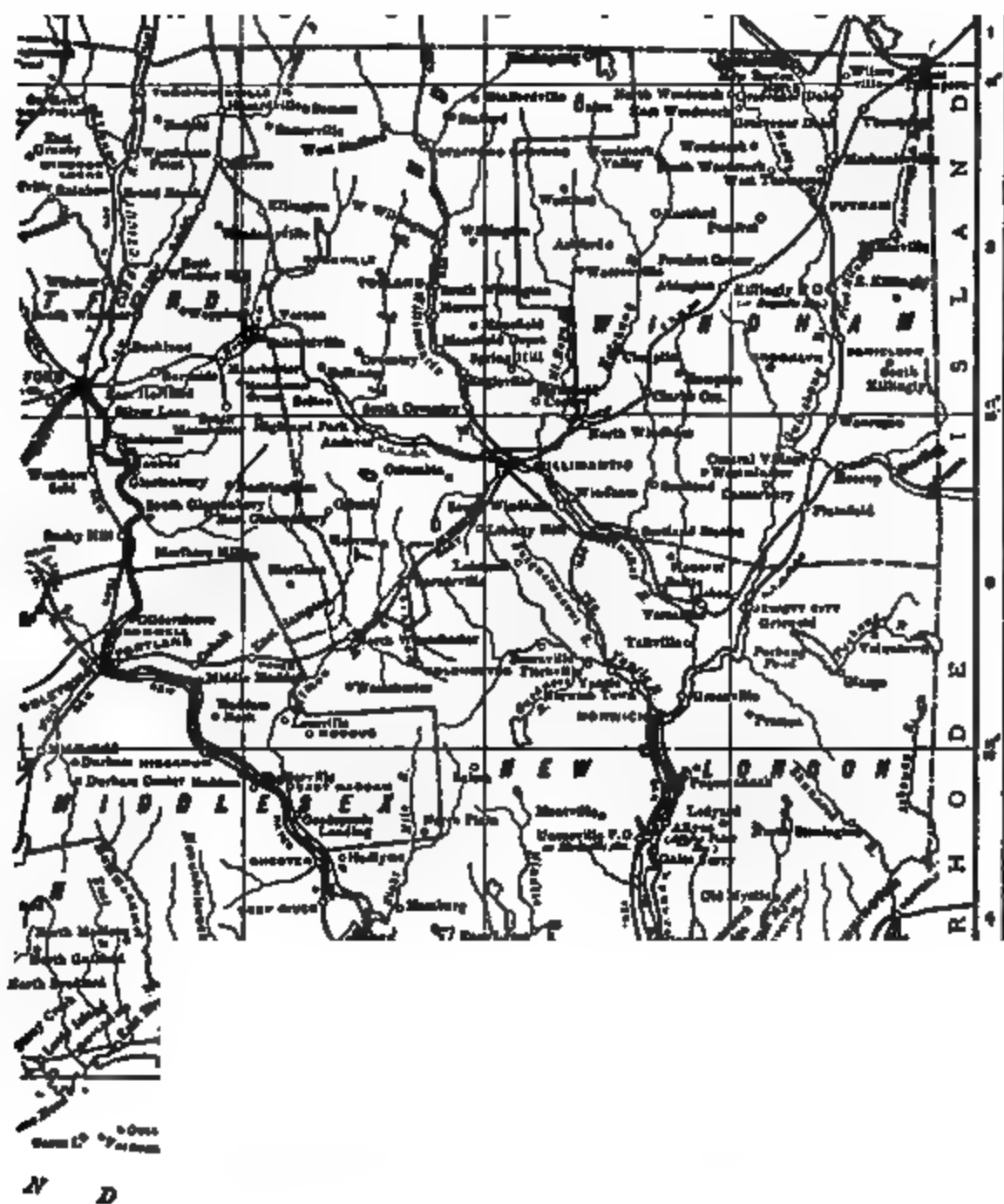
‡ Government statement—See page 5. *Gross circulation. ©Net circulation. ☐ Can use matrices. ‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

CONNECTICUT.

Cities and Towns of—	No.	Pop.
100,000 inhabitants or more....	2	235,659
50,000 to 100,000 inhabitants	2	173,056
25,000 to 50,000 inhabitants	4	133,087
10,000 to 25,000 inhabitants	13	211,472
5,000 to 10,000 inhabitants ..	19	132,894
2,500 to 5,000 inhabitants .	22	114,721

CONNECTICUT.

	No.	Pop.
Urban territory		999,839
Towns of less than 2,500 inhabitants	98	114,917
Total number of dwellings in state.....		181,911
Total number of families in state.....		246,659



CONNECTICUT—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Hartford—Continued.				
<i>Monthly Publications.</i>				
Labor Standard..Labor..S-M	© 5,000			7-13 -290
Flat rate 1 inch a.-mo. 1 yr. \$10.00 inch.				
Manchester (E 1)—Pop. Twnp. 13,641.				
<i>Weekly Publications.</i>				
Herald..Rep..Tu & Fri.....	© 2,150			7-13 -280
(Changed to daily, eve. ex. Su., Oct. 1, 1914.)				
Meriden (D 3½)—Pop. 27,265.				
<i>Daily Newspapers.</i>				
Journal□..Ind..Eve ex Su.....	\$ 7,000	1.00	.18 N	7-13 -276
Record□..Ind-Rep..Morn ex Su.....	\$ 7,000	1.00		7-13 -276
Min. rate 700 inches 1 yr. .31 inch.				
† Meriden is undeniably "a morning paper city." Morning Record delivers almost 95% of its entire circulation into homes in Meriden. The Record is Meriden's only two-cent paper.				
Middletown (E 3)—Pop. 11,851.				
<i>Daily Newspapers.</i>				
Penny Press□..Ind..Eve ex Su.....	\$ 3,544	1.00	.18 N	7-13 -294
Times..Ind..Morn ex Su.....	—	.50	.12 N	7-13 -287
Naugatuck (C 3½)—Pop. 12,722.				
<i>Daily Newspapers.</i>				
News..Ind..Eve ex Su.....	\$ 1,945	.10	.10 F	7-13 -273
New Britain (D 3)—Pop. 43,916.				
<i>Daily Newspapers.</i>				
Herald□..Ind..Eve ex Su.....	© 5,725	.50	.12 N	7-13 -280
Record..Rep..Eve ex Su.....	\$ 6,190	.30	.15 N	7-13 -294
New Haven (D 4)—Pop. 133,605.				
<i>Daily Newspapers.</i>				
Independente (Ital)..Morn ex Mon.....	—	.25	.25 F	6-13 -273
Journal-Courier□..Ind..Morn ex Su.....	\$ 12,020	.70	.35 D	7-13 -294
† This circulation rating of the New Haven Daily Journal-Courier is hereby guaranteed by the Charles H. Fuller Co. in the sum of \$100. The plan of this guarantee and permission to audit is explained on page 4.				
The Journal-Courier guarantees a larger net paid home delivered circulation in New Haven than any other daily paper.				
Foreign Advertising Representatives—the Charles H. Eddy Co., New York, Chicago and Boston.				
Register□..Ind..Eve ex Su.....	\$ 13,143	1.20		7-13 -297
Su Morn	\$ 15,885	1.20		7-13 -297
Min. rate 1,500 inches 1 yr. .45 inch.				
Times-Leader□..Ind..Eve ex Su.....	© 10,911	.70	.35 G	7-13 -297
Union□..Ind-Dem..Eve ex Su.....	© 17,187	.84	.42 I	7-13 -280
Su Morn	© 9,046	.84	.42 I	7-13 -280
† The circulation statement of The New Haven Daily and Sunday Union on which the above rating is based, showing the average net circulation per issue for the six months ending September 30, 1914, is hereby guaranteed by the Charles H. Fuller Company in the sum of \$500, which will be paid to the first advertiser using the Daily Union who successfully controverts its accuracy. The plan of this guarantee and permission to audit fully explained on page 4.				
Yale Daily News..Collegiate..Morn & Su during college year	© 2,060	.50	.30 N	5-13½-245
<i>Weekly Publications.</i>				
Commercial Record..Real Estate..Sat.....	© 3,062	1.20	.50 H	4-12 -161
Connecticut Farmer & New England Farms Agri..Sat	© 5,000	.98	.70 G	4-13 -182
Corriere del Connecticut (Ital)..Rep..Sat.....	© 4,000	1.00	.15 A	6-13 -280

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

CONNECTICUT—Continued.**New London (G 4)—Pop. 19,659.****Daily Newspapers.**

Day☐...Rep..Eve ex Su.....	☉	3,015	1.00	.18 N	7-13 -297
Globe☐...Ind..Eve ex Su.....	\$	1,625	.75	.15 N	7-13 -278
Telegraph...Ind..Morn ex Su.....	\$	3,750	.75	.12 N	7-13 -287

‡ New London Telegraph (Conn.). Net paid 4,707. Coöperates with advertiser in every way.

Norwalk (B 5)—Pop. 6,954.**Daily Newspapers.**

Hour☐...Ind..Eve ex Su.....	\$	2,942	.70	.15 I	7-13 -280
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Norwich (G 3½)—Pop. 20,367.**Daily Newspapers.**

Bulletin☐...Rep..Morn ex Su.....	\$	9,315	1.00	.25½L	7-13 -280
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‡ The Norwich Daily Bulletin guarantees many times more circulation than any other Norwich newspaper, and its total circulation is the largest in Connecticut in proportion to the city's population.

It is delivered into over 4,000 of the 4,353 buildings in Norwich, and in addition has about 5,000 circulation regularly delivered to suburban homes daily.

Record☐...Ind..Eve ex Su.....	—	—	.75	.15 N	7-13 -294
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South Norwalk (B 5)—Pop. 8,968.**Daily Newspapers.**

Sentinel...Ind..Eve ex Su.....	—	—	.12	.12 F	7-13 -280
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Stamford (A 5½)—Pop. 25,138.**Daily Newspapers.**

Advocate☐...Rep..Eve ex Su.....	\$	5,022	.50	.18 M	7-13 -297
News☐...Ind-Dem..Morn ex Su.....	☉	2,250	—	—	7-13 -280

Torrington (C 2)—Pop. 15,483.**Daily Newspapers.**

Register☐...Ind..Eve ex Su.....	\$	2,440	.20	.10 N	7-13 -280
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Waterbury (C 3)—Pop. 73,141.**Daily Newspapers.**

American☐...Ind..Eve ex Su.....	\$	7,300	1.00	.25 N	7-13 -301
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‡ The Daily American is a comprehensive three cent newspaper with great influence and prestige in Waterbury and Northwestern Connecticut. The use of the American is positively essential to a successful advertising campaign in Connecticut.

Democrat☐...Dem..Eve ex Su.....	\$	4,482	.75	.15 N	7-13 -294
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Republican☐...Ind-Rep..Morn ex Su.....	—	—	1.00	.18 N	7-13 -301
Su Morn	—	—	1.00	.18 N	7-13 -301

Weekly Publications.

American☐...Ind..Tu & Fri.....	☉	2,150	1.00	.25 N	7-13 -301
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Herald☐...Ind..Su	—	—	—	—	7-13 -266
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(See Bridgeport.)

Willimantic (G 3)—Pop. 11,230.**Daily Newspapers.**

Chronicle...Ind..Eve ex Su.....	\$	3,413	.16	.13 N	7-13 -287
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Winsted (C 2)—Pop. 7,754.**Daily Newspapers.**

Citizen...Ind..Eve ex Su.....	—	—	.10	.10 F	6-13 -276
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‡ Government statement—See page 5. * Gross circulation. ☉ Net circulation. ☐ Can use matrices. ‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

DELAWARE.

Cities and Towns of—	No.	Pop.
50,000 inhabitants or more	1	87,411
2,500 to 5,000 inhabitants	3	9,674
Towns of less than 2,500 inhabitants.....	42	29,027
Other rural territory		76,310
Total number of dwellings in state.....		43,183
Total number of families in state.....		44,961



DELAWARE—Pop. 202,322.			
Dover (B 4)—Pop. 3,720.			
<i>Weekly Publications.</i>			
Index..Dem..Fri	© 1,300		8-13 -308
Milford (C 5)—Pop. 2,603.			
<i>Weekly Publications.</i>			
Chronicle..Rep..Fri	—	.25 .15 A	6-13 -280
Wilmington (B 1½)—Pop. 87,411.			
<i>Daily Newspapers.</i>			
Every Evening□..Ind-Dem..Eve ex Su.....	© 10,820	.70 .25 I	7-13 -308
¶ Every Evening is conservative and influential, the oldest newspaper in the city and circulates almost exclusively among homes of the better class.			
Carries a much greater volume of advertising and more exclusive local and foreign accounts than any other newspaper in the State.			
Journal□..Rep..Eve ex Su.....	\$ 14,945	.56 .28 G	7-13 -300
¶ The Evening Journal affords advertisers the largest and most influential circulation, most thorough and efficient co-operation and the advantages assured by membership in the A. B. C. Represented by J. P. McKinney, Special Agcy., New York, Chicago.			
News□..Ind-Rep..Morn ex Su.....	\$ 9,390	.98 .25 G	7-13 -300
¶ Only morning paper in State.			
Associated Press.			
1914 over 1913 shows increase 1st 6 months of 17,907 inches.			
Now operating new 40 page Hoe Quintuple Press. 9,390 net paid 6 months ending September 30, 1914.			
<i>Weekly Publications.</i>			
Star□..Ind..Su	* 11,273	.42 .42 F	7-13 -300

\$ Government statement—See page 5. *Gross circulation. ©Net circulation. □ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

DISTRICT OF COLUMBIA—Pop. 331,069.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Washington, D. C. (K 6)—Pop. 331,069.				
<i>Daily Newspapers.</i>				
Herald☐..Ind..Morn ex Su.....	© 34,009	1.68	.84 G	8-12½-293
Su Morn		1.68	.84 G	8-12½-293
Post☐..Ind..Morn ex Su.....	\$ 38,370	2.10	1.26 L	8-13 -304
Su Morn	\$ 53,854	2.52	1.40 L	8-13 -304
Star☐..Ind..Eve ex Su.....	\$ 65,208	2.10	2.10 F	8-13 -305
Su Morn	\$ 48,146	1.40	1.40 F	8-13 -305
Times☐..Ind..Eve ex Su.....	© 50,138	2.10	1.26 L	8-12½-280
Su Eve	© 41,649	2.10	1.26 L	8-12½-280
‡ The Times circulation is practically all in Dist. Columbia.				
<i>Weekly Publications.</i>				
Arms & The Man..Military..Thur.....	—	1.75		3-16 -168
Min. rate 1 p. wkly. 6 mos. \$42.50 insertion.				
Army & Navy Register☐..Military..Sat.....	© 9,332	3.50	1.54 G	4-13½-196
National Tribune☐..Family..Thur.....	* 135,403	4.20	4.20 F	7-13 -280
‡ Published at the National Capital. In close touch with the Department of Agriculture and the Bureaus and Departments dealing with matters of interest to veterans of the Civil, Spanish and Philippine Wars. Full of advertising each issue. Pays advertisers splendidly.				
The John Budd Co., Advertising Representatives, New York, Chicago, St. Louis.				
Pathfinder☐..Ind..Sat	* 68,682	3.50	3.50 F	3-14 -140
‡ Circulation of the Pathfinder now exceeds 100,000—entirely subscription—\$1 a year and worth it. Strictly home-family circulation. No news stand or street sale.				
All mail distribution—second-class post office receipts that show all promptly furnished for inspection.				
R. F. D. News☐..Postal..Sat.....	* 28,000	3.00		3-14 -140
Min. rate 1 p. wkly. 1 yr. \$35 insertion.				
U. S. Govt. Advertiser..Govt Contracts..Thur...	—			4-13½-182
<i>Monthly Publications.</i>				
American Federationist..Labor..M.....	—			2-16 -112
½ p. 1 tl. \$12.50. Min. rate 1 p. mo. 1 yr. \$41.66 insertion.				
American Forestry☐..Forestry..M.....	© 8,500	2.50		2-15 -112
Min. rate 1 p. mo. 1 yr. \$36 insertion.				
American Motorist..Motoring..M.....	© 49,324	12.50		3-14 -140
Min. rate 1 p. mo. 1 yr. \$150 insertion.				
‡ Circulation books open to anyone at any time. Headquarters, Washington, Riggs Bldg.; New York, 487 Fifth Ave.; Detroit, 510 Free Press Bldg.; Chicago, 1216 Peoples Gas Bldg.				
American Red Cross Magazine..Humanitarian..				
Quar	© 22,500			2-15 -112
American Standard..Veterans..M.....	—	1.40	1.40 F	7-13 -280
Fleet Review..Naval..M.....	© 6,248	5.00		2-13 -105
Min. rate 1 p. mo. 1 yr. \$33.34 insertion.				
Journal of the Knights of Labor..Labor..M.....	—	7.00		4-15 -210
Min. rate 1 p. 1 tl. \$393.75.				
Machinists' Monthly Journal☐..Trade Union..M.*	76,916	10.00		2-14 -109
Min. rate 1 p. mo. 1 yr. \$60 insertion.				
National Geographic Magazine..Scien..M.....	© 300,000			2-16 -119
½ p. 1 tl. \$75. 1 p. 1 tl. \$600 flat.				
National Hibernian..Frat..M.....	—	10.50	10.50 F	8-13 -294
Navy..Naval..M	© 6,533			2-21 -121
½ p. 1 tl. \$6.50. Min. rate ¼ p. mo. 1 yr. \$5.85 insertion.				
New Age Magazine..Masonic..M.....	© 65,000			
(Formerly published at New York. No advertising accepted.)				
Postal Record☐..Postal..M.....	© 31,978	3.00		3-13 -133
Min. rate 163 inches in 1 yr. \$2 inch.				
Postmasters' Advocate..Postal..M.....	—	2.80		4-13 -164
Min. rate 1 p. 1 tl. \$98.				

* Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices.
‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

FLORIDA—Pop. 752,619.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Clearwater (F 6½)—Pop. 1,171.				
<i>Daily Newspapers.</i>				
Sun..Local..Eve ex Su.....	750	.10	.07½I	6-13 -276
Daytona (J 4)—Pop. 3,082.				
<i>Daily Newspapers.</i>				
News..Local..Eve ex Su.....		.30		6-13 -276
(Published only during resort season, Dec., Jan., Feb., March.) Min. rate 1 inch daily 4 mos. \$10.				
Ft. Myers (H 9)—Pop. 2,463.				
<i>Daily Newspapers.</i>				
Press..Dem..Eve ex Su.....		.12	.12 F	6-13 -273
Gainesville (G 3)—Pop. 6,183.				
<i>Daily Newspapers.</i>				
Sun..Dem..Morn & Su ex Mon.....	\$ 2,350	.15	.08 N	5-13 -249
<i>Weekly Publications.</i>				
Sun..Dem..Tu & Fri.....		.25	.20 I	5-13 -249
Jacksonville (G 2)—Pop. 57,699.				
<i>Daily Newspapers.</i>				
Metropolis□..Ind-Prog-Dem..Eve ex Su.....	19,779	.56	.56 F	7-13 -300
Su Morn56	.56 F	7-13 -300
(First issue of Sunday edition Aug. 9, 1914.)				
¶ The Metropolis is Florida's most rapidly growing newspaper in point of circulation, both daily and Sunday. The two leading department stores of Jacksonville use the Metropolis exclusively. The Metropolis is a member of the A. B. C. and the circulation books open to any recognized auditing company. Kelly-Smith Co., Advertising Representatives, New York and Chicago.				
Times-Union□..Dem..Morn ex Su.....	23,820	.70	.70 F	7-13 -294
Su Morn	26,084	.70	.70 F	7-13 -294
¶ The Times-Union guarantees the largest circulation in Jacksonville and in Florida. See A. B. C. Auditors' Report.				
<i>Weekly Publications.</i>				
Dixie..Dem..Sat75	.56 N	4-13 -196
Key West (H 13)—Pop. 19,945.				
<i>Daily Newspapers.</i>				
American..Eve ex Su.....				7-13 -280
Citizen..Dem..Eve ex Su.....	* 2,100	.15	.10 B	6-13 -276
Journal..Dem..Morn ex Mon.....		.28	.21 P	7-13 -280
Lakeland (H 6½)—Pop. 3,719.				
<i>Daily Newspapers.</i>				
Telegram..Dem..Eve ex Su.....	\$ 1,150	.15	.15 F	7-13 -308
<i>Weekly Publications.</i>				
Florida Christian Advocate..Meth..Thur.....	* 3,500	.53	.42½I	4-13 -168
¶ Write Jacobs & Co., Clinton, S. C., for full information.				
Lake Worth (F 5)—Pop. 500.				
<i>Weekly Publications.</i>				
Herald..Ind..Thur	9,800	.40	.40 F	7-13 -300
Live Oak (C 1)—Pop. 3,450.				
<i>Weekly Publications.</i>				
Democrat..Dem..Fri	3,000	.15	.15 F	6-13 -273
Present Truth Messenger..Advent Chr..Thur....		.26	.20½I	4-13 -185
¶ Jacobs & Co., Clinton, S. C., guarantee 2,600 circulation.				

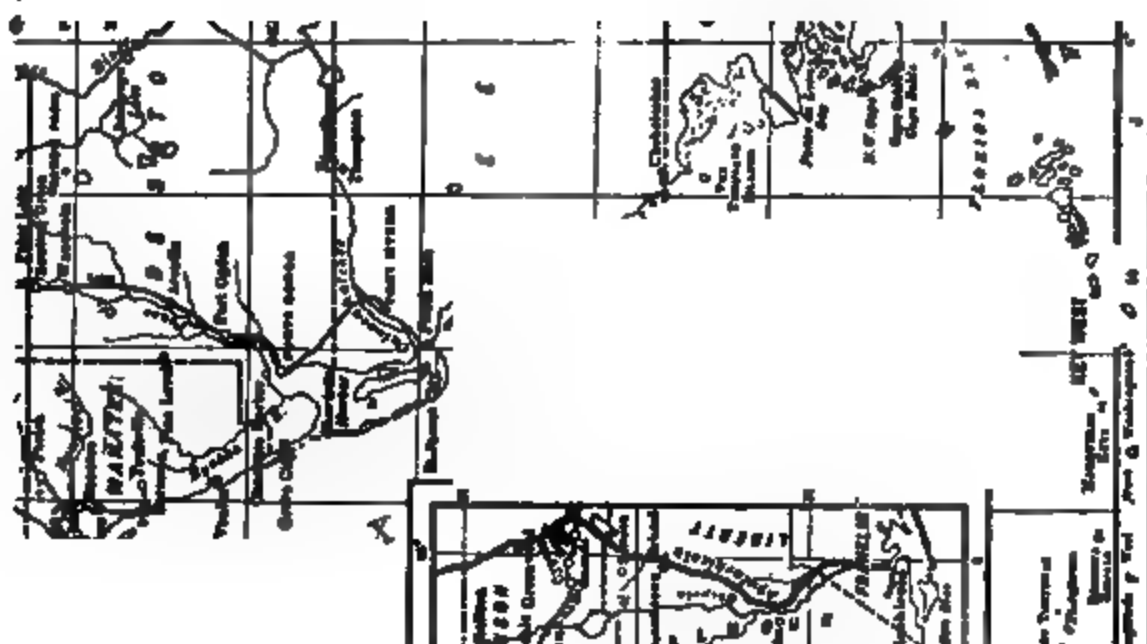
\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
 ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

FLORIDA.

Cities and Towns of—	No.	Pop.
50,000 inhabitants or more	1	57,699
25,000 to 50,000 inhabitants	1	37,782
10,000 to 25,000 inhabitants	2	42,927
5,000 to 10,000 inhabitants	6	35,456
2,500 to 5,000 inhabitants	13	45,216

FLORIDA

	No.	Pop.
Urban territory		319,080
Rural territory		538,539
Cities and towns of less than 2,500 inhabitants.....	125	87,509
Other rural territory		446,080
Total number of dwellings in state		165,818
Total number of families in state		171,422



FLORIDA—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Miami (L 11)—Pop. 5,471.				
<i>Daily Newspapers.</i>				
Herald☐...Dem..Morn & Su ex Mon.....	\$ 2,980	.17	.17 F	7-13 -308
Metropolis☐...Ind..Dem..Eve ex Su.....	\$ 4,116	.28	.28 F	7-13 -294
Ocala (G 4)—Pop. 4,370.				
<i>Daily Newspapers.</i>				
Banner..Dem..Morn ex Mon.....	☉ 675	.10	.07½A	6-13 -280
Star..Dem..Eve ex Su.....	\$ 575	.10		6-13 -276
Min. rate 1 inch daily 3 mo. .06 inch.				
<i>Weekly Publications.</i>				
Banner..Dem..Fri	☉ 1,800	.15	.15 F	6-13 -280
Orlando (J 5½)—Pop. 3,894.				
<i>Daily Newspapers.</i>				
Reporter-Star..Dem..Eve ex Su.....	—	.12½	.12½F	6-13 -280
Sentinel..Dem..Morn ex Mon.....	* 1,500			6-13 -280
Palatka (H 3)—Pop. 3,779.				
<i>Daily Newspapers.</i>				
Post..Dem..Morn ex Su.....	—			6-13 -273
<i>Weekly Publications.</i>				
Times-Herald..Dem..Fri	☉ 2,000	.12	.12 F	6-13 -273
Pensacola (B 11)—Pop. 22,982.				
<i>Daily Newspapers.</i>				
Journal☐...Dem..Morn ex Su.....	} \$ 5,640	.24	.24 F	7-13 -280
Su Morn24	.24 F	7-13 -280
News..Dem..Eve ex Su.....	\$ 5,650	.25	.25 F	7-13 -280
‡ The daily average circulation of the Pensacola News for the last three months was 6,200. Pensacola is an evening newspaper town, and the Evening News is the home paper.				
<i>Weekly Publications.</i>				
Journal..Dem..Fri	☉ 2,100	.15	.15 F	7-13 -280
St. Augustine (J 3)—Pop. 5,494.				
<i>Daily Newspapers.</i>				
Record..Dem..Eve ex Su.....	—	.50	.10 I	6-13 -280
<i>Monthly Publications.</i>				
Florida Farmer & Homeseeker..Agri..M.....	—	1.54		4-13 -168
Min. rate 1 p. mo. 1 yr. \$20 insertion.				
St. Petersburg (F 7)—Pop. 4,127.				
<i>Daily Newspapers.</i>				
Independent☐...Ind-Dem..Eve ex Su.....	\$ 2,138	.25	.12 N	7-13 -283
Times..Dem..Morn ex Mon.....	\$ 1,821	.10	.10 F	7-13 -280
Tallahassee (C 2)—Pop. 5,018.				
<i>Monthly Publications.</i>				
Truck & Chick..Hort & Poultry..M.....	☉ 4,800	.25	.25 F	3-13 -133

\$ Government statement—See page 5. * Gross circulation. ☉ Net circulation. ☐ Can use matrices. ‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

FLORIDA—Continued.**Tampa (G 6½)—Pop. 37,782.***Daily Newspapers.*

Times☐...Dem..Eve ex Su.....	\$ 15,606	.85	.85 F	7-13 -305
Su Morn	© 15,510	.85	.85 F	7-13 -305

¶ The Times is Florida's most dependable paper and guarantees the largest net paid circulation in city of Tampa.

B. Katz Special Agency, New York and Chicago.

15,606 Government Statement October 1, 1914.

Tribune☐...Dem..Morn ex Su.....	\$ 18,950	.84	.42 G	7-13 -290
Su Morn84	.42 G	7-13 -290

¶ The Tribune is the acknowledged leader in Tampa. The big paper in its field. Carries the bulk of all advertising, local and foreign. For information, address The S. C. Beckwith Special Agency, New York, Chicago, St. Louis.

Weekly Publications.

Florida Grower☐...Agrl..Sat.....	—	1.40	1.40 F	4-13 -168
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West Palm Beach (L 9)—Pop. 1,743.*Daily Newspapers.*

News..Local..Morn ex Mon.....	—	1.00		4-13 -238
(Published only during resort season, Jan., Feb., March.)				
Min. rate 1 inch daily 3 mos. \$25.				

Weekly Publications.

Life..Ind..Wkly	—	.		2-21 -136
(Published only during resort season, Jan., Feb., March.)				
¼ p. 3 mos. \$75. 1 p. 3 mos. \$500.				

\$ Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices.
 ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 8. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

GEORGIA.

Cities and Towns of—	No.	Pop.
100,000 inhabitants or more	1	154,829
50,000 to 100,000 inhabitants	1	65,064
25,000 to 50,000 inhabitants	2	81,705
10,000 to 25,000 inhabitants	5	72,225
5,000 to 10,000 inhabitants	14	90,402
2,500 to 5,000 inhabitants	22	74,406

GEORGIA.

	No.	Pop.
Urban territory		538,650
Rural territory		2,070,471
Cities, towns and villages of less than 2,500 inhabitants....	516	285,803
Other rural territory		1,784,668
Total number of dwellings in state.....		530,631
Total number of families in state.....		553,284

GEORGIA—Pop. 2,609,121.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Albany (C 7)—Pop. 8,190.				
<i>Daily Newspapers.</i>				
Herald..Dem..Eve ex Su.....	_____	.15	.15 F	7-13 -287
Americus (C 6½)—Pop. 8,063.				
<i>Daily Newspapers.</i>				
Times-Recorder..Dem..Morn & Su ex Mon.....	_____	.08	.08 F	7-13 -280
Athens (E 2½)—Pop. 14,913.				
<i>Daily Newspapers.</i>				
Banner..Dem..Morn ex Mon.....	\$ 2,900	.35	.14 P	7-13 -280
Herald□..Dem..Eve ex Su.....	\$ 2,517	.35	.14 I	7-13 -280
‡ Guarantees 50% larger city and total circulation, made part of contract. Five railroads. Fifth largest inland cotton market in U. S. and many other manufactures.				
<i>Monthly Publications.</i>				
Woman's Work..Household..M.....	_____	3.50		4-13 -189
Min. rate 112 in. \$2.62½ per inch.				
Atlanta (C 3)—Pop. 154,839.				
<i>Daily Newspapers.</i>				
Constitution□..Ind-Dem..Morn ex Su.....	© 44,703	1.40	.91 D	7-13 -294
Su Morn	© 42,772	1.40	.91 D	7-13 -294
‡ The Constitution is the only morning paper in Atlanta. Traditionally and currently recognized as the most influential Southern newspaper. Prestige value of its circulation exceptional. More home delivered circulation than any other Atlanta newspaper. Tri-Weekly Constitution is the "Southern Farmer's Daily." One hundred thousand circulation each issue. Best farm medium in the South. Indispensable in any southern daily campaign.				
Georgian□..Dem..Eve ex Su.....	© 51,914	1.40	.98 I	8-12½-280
American□..Dem..Su Morn	© 75,145	2.10	1.40 I	8-12½-280
Journal□..Dem..Eve ex Su.....	\$ 57,422	1.40	1.12 O	7-13 -294
Su Morn	\$ 62,821	1.40	1.12 O	7-13 -294
‡ "The Atlanta Spirit" which endows colleges, lands conventions, builds skyscrapers, secures a Federal Reserve Bank and maintains such leadership that Atlanta is, by unanimous consent, the liveliest city of the South, has its fountain head in the Atlanta Journal, which covers Dixie like the dew.				
<i>Weekly Publications.</i>				
Christian Index..Bap..Thur.....	© 12,567	1.26	1.00 I	3-14 -142
‡ Write Jacobs & Co., Clinton, S. C., for full information.				
Constitution□..Dem..Tu, Thur, Sat.....	© 112,961	7.00	7.00 F	7-13 -294
(Advertising rate covers insertions in 3 edns. per week.)				
Deutsche-Zeitung (Ger)..Rep..Sat.....	_____	.30	.18 N	6-13 -280
Golden Age..Undenom..Thur.....	_____	1.16	.92½ I	4-13 -182
‡ Jacobs & Co., Clinton, S. C., guarantee 11,641 circulation.				
Journal□..Dem..Tu & Fri.....	© 97,872	5.60	5.60 F	7-13 -294
Journal of Labor..Labor..Fri.....	_____	.50	.50 F	6-13 -278
National Field..Ind..Thur.....	* 78,193	4.20		4-13 -187
Min. rate 1 p. 1 tl. \$200.00.				
Orange Judd Southern Farming..Agrl..Sat....	© 75,512	4.90		4-13 -193
Min. rate 1 p. 1 tl. \$250.00.				
Southern Merchant..Trade..Wed.....	_____			3-13 -140
½ p. 1 tl. \$4.00. Min. rate 1 p. wkly. 1 yr. \$18.00 insn.				
Wesleyan Christian Advocate..Meth..Fri.....	_____	1.05	.84 I	3-13 -147
‡ Jacobs & Co., Clinton, S. C., guarantee 10,528 circulation.				

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. ‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

GEORGIA—Continued.

Atlanta—Continued.

Monthly Publications.

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
The Call of the South..Lit..M.....	—	2.80		3-16 -154
Min. rate 1 p. 1 tl. \$70.00.				
Commercial Fertilizer..Trade..M.....	2,474			2-21 -140
1-16 p. 3 mos. \$7.00 insm. Min. rate 1 p. 12 tl. \$30.00 page.				
Cotton..Textile..M.....	4,059			2-21 -140
1-16 p. 1 tl. \$7.00. Min. rate 1 p. 12 tl. \$40.00 page.				
Electrical Engineering..Electrical..M.....	8,123			2-21 -140
1-16 p. 1 tl. \$7.00. Min. rate 1 p. 12 tl. \$40.00 insertion.				
Home Field..Bap Missions..M.....	20,000	2.10		2-14 -112
Min. rate ¼ p. 1 tl. \$8.00.				
Laundryman's Guide..Trade..M.....	3,893	9.00		2-24 -154
Min. rate 1 p. 12 tl. \$30.00 page.				
New South Baker..Trade..M.....	3,942			2-21 -140
1-16 p. 1 tl. \$3.00. Min. rate 1 p. 12 tl. \$20.00 page.				
Soda Dispenser..Trade..M.....	9,950			2-14½ -126
¼ p. 1 tl. \$12.00. Min. rate 1 p. 12 tl. \$30.00 page.				
Southern Banker□..Financial..M.....	3,028	2.50		3-15 -140
Min. rate 1 p. mo. 1 yr. \$37.50 insertion.				
Southern Carbonator and Bottler..Trade..M....	2,500			2-24 -154
¼ p. 1 tl. \$6.00. Min. rate 1 p. 12 tl. \$18.00 page.				
Southern Cultivator & Dixie Farmer..Agri..S-M.	—	2.80	2.80 F	3-13 -154
Southern Electrician..Trade..M.....	—			2-21 -140
1-16 p. 1 tl. \$7.00. Min. rate 1 p. mo. 1 yr. \$40.00 insm.				
Southern Engineer..Power Plant..M.....	13,448			2-21 -140
¼ p. 1 tl. \$16.50. Min. rate 1 p. 12 tl. \$52.50 page.				
Southern Fancier-Farmer (Poultry & Agri)..M..	—	2.10	2.10 F	3-13 -140
Southern Golf Magazine..Golf..M.....	—	2.50		2-15 -112
Min rate 1 p. 1 tl. \$25.00.				
Southern Machinery..Technical..M.....	6,800			2-21 -140
1-16 p. 1 tl. \$8.00. Min. rate 1 p. 12 tl. \$40.00 page.				
Southern Ruralist..Agri..S-M.....	235,008	14.00	14.00 F	4-13 -188
¶ The Southern Ruralist now has a net paid circulation of more than 250,000 copies per issue, and a flat rate of \$1.00 per agate line.				
In quantity as well as quality this offers the greatest advertising value of any Southern Agricultural Publication.				
Southern Ruralist Company, Atlanta, Georgia.				
Sweets..Confectionery..M.....	4,562			2-24 -154
¼ p. 1 tl. \$16.00. Min. rate 1 p. 12 tl. \$25.00 page.				
Westminster Magazine..Presb..M.....	—	1.00	.80 I	4-13 -196
¶ Jacobs & Co., Clinton, S. C., guarantee 10,000 circulation.				

Augusta (H 3½)—Pop. 41,040.

Daily Newspapers.

Chronicle□..Dem..Morn ex Su.....	9,115	.70	.35 G	7-13 -294
Su Morn	10,812	.70	.35 G	7-13 -294

¶ The Chronicle alone pays two-thirds of total second-class postage Augusta Post Office; there are 8 permits—ask Uncle Sam. Circulation books open to all—members A. B. C. Carries majority both local and foreign advertising—at highest Augusta advertising rates. Leading Augusta advertisers use Chronicle exclusively. Leads every line of copy.

Herald□..Dem..Eve ex Su.....	\$ 11,179	.56	.35 B	7-13 -280
Su Morn	\$ 10,624	.56	.35 B	7-13 -280

¶ The Augusta Herald guarantees advertisers the largest circulation of any Augusta newspaper. Advertisers and agencies are invited to test the accuracy of these figures in comparison with the claims of any other Augusta newspaper.

Brunswick (J 8)—Pop. 10,182.

Daily Newspapers.

Banner□..Dem..Eve ex Su.....	1,674	.15	.12 B	6-13 -280
News..Dem..Morn ex Su.....	—	.15	.15 F	7-13 -280

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

GEORGIA—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Columbus (B 5½)—Pop. 20,554.				
<i>Daily Newspapers.</i>				
Enquirer-Sun☐...Dem..Morn ex Mon.....	\$ 5,837	.28	.28 F	7-13 -308
Ledger☐...Dem..Eve ex Sat.....	\$ 8,011	.70	.25 I	7-13 -294
Su Morn70	.25 I	7-13 -294
† Seventy per cent of circulation in city. Only evening paper within 2 miles of center 60,000 people. 19 cotton mills with 5,500 white help, and many other factories. Seven lines of Railroads.				
Dublin (F 5½)—Pop. 5,795.				
<i>Daily Newspapers.</i>				
Courier-Herald..Dem..Eve ex Su.....	© 1,750	.18	.12 N	6-13 -280
<i>Weekly Publications.</i>				
Courier-Herald..Dem..Thur	© 3,600	.46	.30 N	6-13 -280
Elberton (E 3)—Pop. 6,483.				
<i>Weekly Publications.</i>				
Star..Dem..Tu & Fri.....	© 2,200	.14	.14 F	5-13 -252
Gainesville (D 3)—Pop. 5,525.				
<i>Weekly Publications.</i>				
News..Dem..Wed	© 1,500	.10	.10 F	6-13 -280
Griffin (C 4)—Pop. 7,478.				
<i>Daily Newspapers.</i>				
News & Sun..Dem..Morn ex Su.....	—	.30	.12 I	6-13 -280
Su Morn	—	.30	.12 I	6-13 -280
La Grange (A 5)—Pop. 5,587.				
<i>Weekly Publications.</i>				
Reporter..Dem..Fri	© 2,000	.20	.15 A	6-13 -280
Macon (D 5)—Pop. 40,665.				
<i>Daily Newspapers.</i>				
News☐...Dem..Eve ex Su.....	* 15,687	.56	.42 B	7-13 -280
† Report to A. B. C. proves supremacy of News in local field. Reaches exclusively patrons of Macon stores.				
Telegraph☐...Dem..Morn ex Su.....	\$ 15,609	.56	.42 C	7-13 -280
Su Morn	\$ 16,713	.56	.42 C	7-13 -280
Moultrie (D 8)—Pop. 3,349.				
<i>Daily Newspapers.</i>				
Observer..Dem..Eve ex Su.....	—	.07	.07 F	6-13 -280
Newnan (B 5)—Pop. 5,548.				
<i>Weekly Publications.</i>				
Herald & Advertiser..Dem..Fri.....	© 2,200	.10	.10 F	6-13 -276
Rome (A 2)—Pop. 12,099.				
<i>Daily Newspapers.</i>				
Tribune-Herald..Dem..Morn ex Su & Mon....	© 3,477	.50	.20 I	7-13 -280
Su Morn	© 3,477	.50	.20 I	7-13 -280
† \$10,000,000 of clay and steel products manufactured annually. Diversified industries make people independent of cotton. Business conditions normal. Good copy, good results.				

‡ Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

GEORGIA—Continued.**Savannah (J 6 ½)—Pop. 65,064.***Daily Newspapers.*

News☐...Dem..Morn ex Su.....	© 12,365	1.40	.42 L	7-13 -297
Su Morn	© 19,499	1.40	.42 L	7-13 -297
Press☐...Dem..Eve ex Su.....	\$ 13,363	.42	.42 F	7-13 -294

‡ 80% of the Press circulation is delivered in city of Savannah. Member A. B. C. The John Budd Co., Adv. Repra.

Weekly Publications.

News☐...Dem..Mon & Thur.....	© 4,500	.56		7-13 -297
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Min. rate 10¢ inches 1 yr. .28 inch.

Thomasville (D 9)—Pop. 6,727.*Daily Newspapers.*

Times-Enterprise...Dem..Eve ex Su.....	\$ 950	.20	.20 F	7-13 -308
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Weekly Publications.

Times-Enterprise...Dem..Tu & Fri.....	© 2,000	.10	.10 F	7-13 -308
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Thomson (G 4)—Pop. 2,151.*Weekly Publications.*

Jeffersonian...Dem..Thur	—	1.40		4-13 -182
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Min. rate 1 p. 1 tl. \$50.00.

Monthly Publications.

Watson's Magazine...Lit..M.....	—	3.50	3.50 F	2-15 -112
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Tifton (E 7 ½)—Pop. 2,381.*Daily Newspapers.*

Gazette...Dem..Eve ex Su.....	© 770	.20		7-13 -308
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Min. rate 18 inches daily 3 mos. .10 inch.

Weekly Publications.

Gazette...Dem..Fri	© 2,550	.25	.12½ N	7-13 -308
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Valdosta (E 9)—Pop. 7,656.*Daily Newspapers.*

Times...Dem..Eve ex Su.....	—	.10	.10 F	6-13 -276
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Waycross (G 8)—Pop. 14,485.*Daily Newspapers.*

Journal-Herald...Dem..Eve ex Su.....	\$ 1,966	.14	.14 F	7-13 -280
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(The Journal and The Herald consolidated Oct. 1, 1914.)

Weekly Publications.

Journal-Herald...Dem..Fri	© 1,787	.12	.12 F	7-13 -280
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IDAHO.

Cities and Towns of—	No.	Pop.
10,000 inhabitants or more	1	17,358
5,000 to 10,000 inhabitants	4	37,702
2,500 to 5,000 inhabitants	7	24,838



IDAHO

	No.	Pop.
Urban territory		69,898
Rural territory		255,696
Cities, towns and villages of less than 2,500 inhabitants.....	89	58,881
Other rural territory		196,815
Total number of dwellings in state.....		71,830
Total number of families in state.....		72,669

IDAHO—Pop. 325,594.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Boise (B 6)—Pop. 17,358.				
<i>Daily Newspapers.</i>				
Capital News□..Ind..Eve ex Su.....	\$ 10,021	.56	.42 G	7-13 -280
Su Morn	\$ 9,890	.56	.42 G	7-13 -280
Statesman□..Rep..Morn ex Su.....	\$ 13,310	.56	.42 G	7-13 -294
Su Morn	\$ 13,473	.56	.42 G	7-13 -294
<i>Weekly Publications.</i>				
Western Farmers' Review□..Agrl..Thur.....	7,500	.70	.49 D	7-13 -280
<i>Monthly Publications.</i>				
Idaho Farmer..Agrl..S-M.....	5,890	.98	.98 F	4-13 -196
Illustrated Idaho..Indus'l..M.....	—	1.00		4-13 -168
Min. rate ¼ p. 12 ti. \$4.50 per insertion.				
Caldwell (B 6)—Pop. 3,543.				
<i>Weekly Publications.</i>				
Tribune..Rep..Fri	2,537	.25	.25 F	6-13 -276
<i>Monthly Publications.</i>				
Gem State Rural & Live Stock Journal..Agrl..M...	—	.98	.98 F	4-13 -168
Coeur D'Alene (B 2)—Pop. 7,291.				
<i>Daily Newspapers.</i>				
Press..Rep..Eve ex Su.....	\$ 1,105	.12½	.12½ F	6-13 -280
<i>Weekly Publications.</i>				
Journal..Rep..Tu & Fri.....	1,750	.17½		6-13 -280
Min. rate .12½ inch on 480 inches one month.				
Press..Rep..Sat	1,392	.12½	.12½ F	6-13 -280
Halley (D 6)—Pop. 1,231.				
<i>Daily Newspapers.</i>				
News-Miner..Ind..Morn ex Su.....	—			6-13 -280
1 in. daily 1 mo. \$2.00. Min. rate 1 col. daily 1 yr. \$187.00.				
Times..Rep..Eve ex Su.....	262	.15		6-13 -280
Min. rate subsequent insertions after first .10 inch.				
<i>Weekly Publications.</i>				
Times..Rep..Wed	1,050	.20	.20 F	6-13 -280
Idaho Falls (F 6)—Pop. 4,827.				
<i>Daily Newspapers.</i>				
Post..Ind-Dem..Morn ex Su.....	—	.15	.12½ N	6-13 -276
<i>Weekly Publications.</i>				
Register..Rep..Tu & Fri.....	1,650	.10	.10 F	7-13 -294
Lewiston (A 3)—Pop. 6,043.				
<i>Daily Newspapers.</i>				
Tribune□..Ind-Dem..Morn ex Su.....	\$ 3,825	.25	.15 G	7-13 -280
Su Morn25	.15 G	7-13 -280
<i>Weekly Publications.</i>				
Tribune□..Ind-Dem..Thur	3,550	.18	.10 N	7-13 -280
<i>Monthly Publications.</i>				
Western Poultry..Poultry..M.....	4,600	1.00	.50 G	3-15 -140

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
 ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
 are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
 average circulation for six months ending September 30, 1914, unless otherwise noted.

IDAHO—Continued. **Moscow (A 3)—Pop. 3,670.***Daily Newspapers.*

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Star-Mirror..Rep..Eve ex Su.....	© 1,465	.15	.15 F	6-13 -280

Weekly Publications.

Star-Mirror..Rep..Thur	© 750	.12½	.12½ F	6-13 -280
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 Nampa (B 6)—Pop. 4,205.*Weekly Publications.*

Leader-Herald..Rep..Tu & Fri.....	© 1,560			7-13 -308
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 Pocatello (F 6½)—Pop. 9,110.*Daily Newspapers.*

Chronicle..Ind..Morn ex Mon.....	—	.15	.15 F	4-13 -161
Tribune..Rep..Eve ex Su.....	\$ 1,787	.75	.08 N	6-13 -273

 Twin Falls (D 7)—Pop. 5,258.*Weekly Publications.*

Chronicle..Dem..Tu	© 1,580	.20	.15 A	6-13 -280
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 Wallace (C 2)—Pop. 3,000.*Daily Newspapers.*

Press-Times..Rep..Morn ex Mon.....	\$ 1,525	.27	.20½ N	6-13 -280
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 Weiser (B 5)—Pop. 2,600.*Weekly Publications.*

Signal..Rep..Mon & Thur.....	© 1,790	.18	.18 F	6-12 -276
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\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
 ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
 are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
 average circulation for six months ending September 30, 1914, unless otherwise noted.

ILLINOIS

Cities and Towns of—	No.	Pop.
100,000 inhabitants or more	1	2,184,333
50,000 to 100,000 inhabitants	3	177,175
25,000 to 50,000 inhabitants	8	257,220
10,000 to 25,000 inhabitants	20	331,235
5,000 to 10,000 inhabitants	41	286,079
2,500 to 5,000 inhabitants	71	239,837

ILLINOIS.

	No.	Pop.
Urban territory		2,476,929
Rural territory		2,161,663
Cities, villages and towns of less than 2,500 inhabitants.....	922	675,502
Other rural territory		1,486,160
Total number of dwellings in state		1,006,848
Total number of families in state		1,264,717

ILLINOIS—Pop. 5,638,591.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Aledo (C 3)—Pop. 2,144.				
<i>Weekly Publications.</i>				
Times Record..Rep..Thur.....	© 3,825	.10	.10 F	7-13 -290
Alton (D 8)—Pop. 17,528.				
<i>Daily Newspapers.</i>				
Telegraph..Rep..Eve ex Su.....	\$ 4,380	.25	.12½ F	7-13 -290
Times..Dem..Eve ex Su.....	\$ 3,003	.25	.10 I	7-13 -276
Area (J 1)—New P. O.				
<i>Monthly Publications.</i>				
Business Philosopher..Efficiency..M.....	————	2.10		2-16 -112
Min. rate ¼ p. 1 tl. \$7.50.				
Aurora (H 3)—Pop. 29,807.				
<i>Daily Newspapers.</i>				
Beacon News□..Prog-Rep..Eve ex Su.....	© 15,178	.50	.42 B	8-12½-294
Volksfreund (Ger)..Ind-Rep..Eve ex Su.....	————	.65	.18 N	8-13 -308
Beardstown (D 5½)—Pop. 6,107.				
<i>Daily Newspapers.</i>				
Illinoisian Star..Ind..Eve ex Su.....	* 2,100	.14	.10½ N	6-13 -276
Belleville (D 8½)—Pop. 21,122.				
<i>Daily Newspapers.</i>				
Advocate□..Rep..Eve ex Su.....	© 1,850	.12	.12 F	7-13 -294
News-Democrat..Dem..Eve ex Su.....	\$ 4,200	.12	.12 F	7-13 -280
Pest & Zeitung (Ger)..Rep..Eve ex Su.....	————	.10	.05 I	8-13 -308
Record..Rep..Morn ex Mon.....	————	.15		7-13 -301
Min. rates given on application.				
Belvidere (G 1)—Pop. 7,253.				
<i>Daily Newspapers.</i>				
Republican..Rep..Eve ex Su.....	\$ 2,375	.10	.10 F	7-13 -294
Berwyn (J 2)—Pop. 5,841.				
<i>Weekly Publications.</i>				
Current Review..Ind..Fri.....	* 2,375	.20	.18 B	6-13 -280
Bloomington (F 4½)—Pop. 25,768.				
<i>Daily Newspapers.</i>				
Bulletin□..Ind-Dem..Eve ex Sat & Su.....	————	.35	.17½ N	7-13 -290
Su Morn				
Pantagraph□..Ind-Rep..Morn ex Su.....	\$ 15,786	.42	.28 L	7-13 -294
<i>Weekly Publications.</i>				
Pantagraph□..Ind-Rep..Fri	© 2,150	.28	.28 F	7-13 -294
<i>Monthly Publications.</i>				
School & Home Education..Educ..M ex July & August	————	3.00		2-15 -112
Min. rate 1 p. 10 tl. \$20.00 page.				
Cairo (F 11)—Pop. 14,548.				
<i>Daily Newspapers.</i>				
Bulletin□..Ind..Morn & Su.....	————	.10	.08 N	7-13 -287
Citizen..Rep..Eve ex Su.....	© 2,599	.21	.12 B	7-13 -283
‡ For complete local data and merchandising cooperation, ask Carpenter-Scheerer Co., Chicago, New York.				

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ILLINOIS—Continued.

Canton (D 4½)—Pop. 10,453.

Daily Newspapers.

Ledger☐...Ind..Eve ex Su.....\$ 5,029

Register☐...Rep..Eve ex Su.....\$ 4,793

† Ask Carpenter-Scheerer Co., Chicago, New York, for complete local data compiled from personal investigation. They also offer advertisers merchandising cooperation.

Carbondale (F 10)—Pop. 5,411.

Daily Newspapers.

Free Press..Rep..Eve ex Su.....\$ 1,133

Weekly Publications.

Free Press..Rep..Wed.....\$ 1,637

Carlinville (E 7)—Pop. 3,616.

Daily Newspapers.

Enquirer..Dem..Eve ex Su.....—

Min. rate 300 inches 3 mos. .01½ inch.

Monthly Publications.

Ottwell's Farmer Boy..Agrl..M.....—

Min. rate 1 p. 1 tl. \$50.00.

Centralia (F 8½)—Pop. 9,680.

Daily Newspapers.

Review☐...Rep..Eve ex Su.....\$ 2,495

Sentinel☐...Ind..Eve ex Su.....\$ 2,690

Champaign (H 5)—Pop. 12,421.

Daily Newspapers.

Gazette..Rep..Eve ex Su.....\$ 4,904

News..Ind-Rep..Morn ex Mon.....\$ 6,246

Eve ex Su.....

Min. rate .20 inch on subsequent insertions.

Weekly Publications.

News..Ind-Rep..Wed & Sat.....© 3,611

Min. rate .20 inch on subsequent insertions.

Charleston (H 6½)—Pop. 5,884.

Daily Newspapers.

Courier..Dem..Eve ex Su.....\$ 2,369

News..Dem..Morn ex Su.....—

Chicago (J 2)—Pop. 2,185,283.

Daily Newspapers (English Language).

American☐...Ind-Dem..Eve ex Su.....© 363,071

Calumet (South Chicago)☐...Ind..Eve ex Su...© 6,300

Min. rate .15 inch on yearly contracts.

Examiner☐...Ind-Dem..Morn ex Su.....© 244,285

Su Morn© 509,184

Farmers' & Drivers' Journal☐...Coml

Eve ex Su.....—

Herald☐...Ind-Rep..Morn ex Su.....© 199,586

Su Morn© 222,506

(Cir. rating is average for 3 mos. ending Nov. 30, 1914.)

Journal☐...Dem..Eve ex Su.....\$ 130,376

Min. rate 2,857 1-7 inches 1 yr. \$2.45 inch.

Law Bulletin..Legal..Eve ex Su.....—

Live Stock World☐...Coml..Eve ex Su.....—

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ILLINOIS—Continued.

Chicago—Continued.

Daily Newspapers (English Language).

	1 time rate per inch	Minimum rate per inch	Number of columns, width and length
National Hotel Reporter..Hotel..Morn ex Su.... ———			6-13 -273
3 in. 1 mo. \$45.00. Min. rate 3 in. 3 mos. \$103.			
News□..Ind..Eve ex Su..... \$ 333,333	5.60		8-13 -305
Min. rate 1,735 5-7 inches one year \$4.75 inch.			
Post□..Ind..Eve ex Su..... \$ 64,361	4.20	1.68 L	7-13½-300
Tribune□..Ind-Rep..Morn ex Su..... \$ 303,316	5.88	3.92 P	8-12½-300
Su Morn \$ 450,723	7.28		8-12½-300
Min. rate 4,235 5-7 inches Su. 1 yr. \$4.63 inch.			

Daily Newspapers (Foreign Languages).

{ Abendpost (Ger)□..Ind..Eve ex Su..... \$ 49,333	2.10	1.12 L	7-13 -300
{ Sonntagspost (Ger)□..Ind..Su Morn..... © 39,993	2.10	1.12 L	7-13 -300
† The Abendpost has the largest paid circulation of all German daily newspapers west of New York City, and reaches almost every German family in Chicago and vicinity.			
The Abendpost is the only Chicago daily printed in a foreign language which is a member of the Audit Bureau of Circulations. The circulation of the Abendpost is practically not duplicated, and does not depend upon street sales, but goes right to the homes of its subscribers. No advertiser can fully cover Chicago and its suburbs without the Abendpost.			
{ Arbeiter-Zeitung (Ger)□..Socl..Eve ex Su.. © 15,000	1.40	.70 L	8-13 -300
{ Fackel (Ger)□..Socl..Su Morn..... © 20,000	1.40	.70 L	8-13 -300
Denni Hlasatel (Boh)□..Ind..Morn & Su..... ———	.70	.70 F	7-13 -294
Dziennik Chicagoski (Polish)□..Ind..Dem			
Eve ex Su..... \$ 30,057	.70	.56 L	7-13 -300
{ Dziennik Ludowy (Pol)..Socl..Morn ex Su.... ———	.56	.56 F	7-13 -280
{ Bicz Bozy (Polish)..Lit..Su Morn..... ———	.70	.70 F	4-13 -175
Dziennik Narodowy (Pol)..Rep..Eve ex Su..... ———	.70	.49 L	7-13 -280
† Dziennik Narodowy (The National Polish Daily) in its seventeenth year, a live daily newspaper published in the Polish language. Circulation now 22,700, most all home distribution. Best medium for direct advertising results. Subject to circulation audit by any advertiser. Office, 1163 Milwaukee Ave., the heart of the Polish district.			
Dziennik Zwiazkowy (Zgoda) (Polish)□			
Ind-Rep..Morn ex Su..... \$ 33,334	.70	.56 L	7-13 -300
Jewish Call (Yiddish)□..Ind..Morn ex Sat..... ———	.70		7-13 -294
Min. rate, special price quoted on application.			
Jewish Courier (Yid)□..Ind..Morn ex Sat... } \$ 36,247	.70	.63 L	7-12½-280
Su Morn }	.84	.84 F	7-12½-280
Jewish Press (Yid)..Ind-Rep..Morn ex Sat..... ———	1.40	.70 L	7-13 -310
Kataikias (Lith)..Ind..Eve ex Su..... ———	.70	.35 O	7-13 -280
(Changed from weekly to daily about Aug. 1, 1914.)			
Ludovy Dennik (Slovak).Non-Part.Eve ex Su.. © 3,000	.50	.40 A	7-13 -294
Narod (Boh)..Cath-Ind..Morn ex Su..... © 2,554	.56		7-13 -297
Su Morn © 3,273	.56		7-13 -297
Min. rate .23 in. for each subsequent insertion.			
Narodny Slovensky Dennik-Slovak□..Non-Part			
Morn & Su \$ 6,432	.56	.35 L	7-13 -280
Skandinaven (Norw-Dan)..Rep..Eve ex Su..... ———	.70	.49 L	7-13 -300
Su Morn ———	.98	.68 L	7-13 -300
Slovensko Americky Dennik (Slovak)..Non-Part			
Morn ex Su..... © 3,000	.50	.50 F	7-13 -294
Spravedlnost (Boh)..Socl..Morn & Su..... \$ 9,500	.70	.70 F	7-13 -287
{ Staats-Zeitung (Ger)□..Rep..Morn ex Su. }	2.10	1.12 P	7-13 -300
{ Staats-Zeitung (Chicagoer Presse).Eve ex Su }			7-13 -300
(The circulation figure given is the average daily issue from Jan. 1 to Jan. 31, 1915.)			
Westen (Ger)□..Ind..Su Morn..... ———	3.50	1.68 P	7-13 -300
† Illinois Staats-Zeitung, Chicago's only morning German language daily, is best advertising medium to reach well-to-do German-Americans in middle west.			
Der Westen (5c a copy). Chicago's largest, oldest, best Sunday German language newspaper. A reliable advertising medium.			

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
† Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

ILLINOIS—Continued.

Chicago—Continued.

Daily Newspapers (Foreign Languages).

{ Svernost (Boh) □ ..Ind..Eve ex Su.....	© 20,637	.59½	.59½ F	7-13 -290
{ Nedeini Svernost (Boh) □ ..Ind..Su Morn....	© 27,456	.63	.63 F	7-13 -290

Weekly Publications (English Language).


Advance □ ..Cong..Thur	© 17,000	2.10	1.54 A	3-14 -142
American Artisan & Hardware Record..Trade..				
Sat		2.00		3-13 -154
Min. rate 1 p. wkly. 1 yr. \$30.00 page.				
American Contractor □ ..Building..Sat.....*	12,000	1.50		4-13 -168
Min. rate 1 in. wkly. 1 yr. \$36.25 per year.				
American Field..Sports..Sat.....		2.50		4-13½-196
Min. rate 1 in. 1 yr. \$1.15 inch.				
American Florist..Floral..Sat.....		1.00		3-13 -140
Min. rate 1 in. wkly. 1 yr. .70 inch.				
American Lumberman..Trade..Sat		3.50		3-18 -182
Min. rate 1 p. wkly. E. O. W. 6 mos. \$63.03 insertion.				
Bakers' Journal & Deutsch Amerikanische Backer				
Zeitung (Eng & Ger)..Trade..Sat.....*	26,000			7-13 -301
(No advertising accepted.)				
Base Ball World..Base Ball..Sat		2.80	2.80 F	7-13½-308
{ Boyce's Big Weeklies.				
{ Saturday Blade..Ind..Sat	*1,250,000	35.00	35.00 F	6-13½-271
{ Chicago Ledger..Lit..Sat.....				4-13½-191
¶ When publications continue doing successful business year after year with the same advertisers, as The Saturday Blade and Chicago Ledger do, you know they are bringing big results.				
That's the important thing to know about publications.				
These papers pay because they reach the families of small towns and country who must depend on advertised goods.				
Breeder's Gazette □ ..Agri & L S..Wed.....	© 99,937	8.40	8.40 F	4-13 -182
Canadian American..Ind..Sat.....		2.80	1.40 G	6-13 -280
Chicago Commerce..Coml..Fri.....				2-20 -128
Max. rate ¼ p. 1 tl. \$6.50 insertion.				
Min. rate 1 p. 1 yr. \$37.50 per page.				
Chicago Magazine..Lit..Mon.....		2.10		4-13 -178
Min. rate 1 p. 1 yr. \$36.54 per page.				
Christian Century..Chr..Thur.....		1.40	.84 A	3-14 -160
Citizen..Irish Intst..Sat.....		1.40	.70 A	6-13 -280
Civil Service News..Civil Service..Sat.....		.84	.56 G	5-13 -248
Columbian & Western Catholic □ ..Frat..Fri...©	22,500	2.80	1.40 L	4-13 -196
Construction News..Building..Sat.....		1.50		2-20 -140
Min. rate 1 p. wkly. 1 yr. \$20.00 page.				
Continent □ ..Presb..Thur	© 35,621	4.20	2.80 O	3-14½-168
Domestic Engineering..Eng..Sat.....				2-19½-136
Max. rate 1-16 p. wkly. 1 yr. \$10.00 insertion.				
Min. rate 1 p. wkly. 1 yr. \$36.46 insertion.				
Dry Goods Reporter □ ..Dry Goods..Sat.....	© 8,696	3.50		3-15 -154
Min. rate 1 p. 20 tl. \$90.00 insertion.				
Eagle □ ..Ind..Sat	© 43,260	4.20	1.26 O	7-13½-308
Electrical Review & Western Electrician..Elec..				
Sat	© 8,749			3-13 -140
1-16 p. 1 tl. \$4.00. Min. rate 1 p. 1 yr. \$45.00 insertion.				
Engineering-Contracting..Tech..Wed				2-20 -140
1-16 p. 1 tl. \$4.00. Min. rate 1 p. wkly. 1 yr. \$40.00 insn.				
Epworth Herald □ ..Meth..Sat.....	© 94,921	7.00	7.00 F	3-14 -157
Farmers' Review..Agri..Sat.....	© 97,274	7.00	7.00 F	4-13 -182
¶ 105,000 guaranteed—paid in advance—Only Weekly Farm Paper Concentrating on Illinois—subscription price double that of any farm paper concentrating on the State—Supreme in the territory—for confirmation, see Official Report of the Audit Bureau of Circulations.				
Farm Implement News..Trade..Thur.....	© 8,820	2.75		4-13 -168
Min. rate 1 p. wkly. 3 mos. \$52.00 insertion.				

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ILLINOIS—Continued.

Chicago—Continued.

Weekly Publications (English Language).

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Farming Business..Agri..Sat.....		4.90	4.90 F	4-13½-175
Florists' Review□..Trade..Thur.....	11,043	1.00		3-13 -140
Min. rate 1 in. wkly. 1 yr. .70 inch.				
Grocers' Criterion..Trade..Sat	—	2.50		4-14 -168
Min. rate 1 p. wkly. 1 yr. \$22.85 insertion.				
Hide & Leather..Trade..Sat.....	4,200	2.00		4-13 -168
Min. rate 1 p. wkly. 1 yr. \$31.00 insertion.				
Horseman & Spirit of the Times..Horse Interests Tu	10,000	3.00	.65 N	4-13½-200
Horse Review..Horse Interests..Wed.....	—	3.00		4-13 -182
Min. rate 1 p. wkly. 1 yr. \$80.00 insertion.				
Hotel World..Hotel..Sat.....	—			3-13 -140
1 p. 1 or 2 tl. \$80.00 insn. Min. rate 52 p. \$30.00 page.				
Israelite (Jewish)□..Sat.....	27,304	2.10	.98 L	7-13 -308
Journal of Amer. Medical Ass'n□..Med..Sat..	59,828	5.50		3-13 -133
Min. rate 1 p. wkly. 1 yr. \$70.00 insertion.				
Journal of N. A. R. D.□..Phar..Thur.....	—			2-17 -119
1-16 p. 1 tl. \$1.00. Min. rate 1 p. 52 tl. \$62.00 insertion.				
Live Stock Report..Live Stock..Fri.....	—	2.80	2.80 F	4-13 -168
Live Stock World..Coml..Thur.....	—	1.40	.84 G	7-13 -301
Masonic Chronicler□..Frat..Sat.....	24,800	2.00	1.25 A	4-14 -196
Mining & Engineering World..Tech..Sat.....	9,000	2.84		3-13½-140
Min. rate 156 p. 1 yr. \$36.00 page.				
Modern Grocer..Trade..Sat.....	2,994	2.00		3-15 -154
Min. rate 1 p. wkly. 1 yr. \$25.00 page.				
Motography..Trade..Sat	18,000			2-21 -135
Motor Age..Motoring..Thur.....	22,000	3.55		2-21½-140
Min. rate 1 p. wkly. 1 yr. \$80.00 page.				
Motorcycling□..Motoring..Sat	10,500			3-14 -140
½ p. 1 tl. \$17.00. Min. rate 1 p. wkly. 1 yr. \$65.00 page.				
Movie Pictorial..Moving Pict..Sat.....	—	7.00		3-16 -168
Min. rate 1 p. wkly. 1 yr. \$180.00 insertion.				
Musical Leader..Musical..Thur.....	—	5.00		3-18 -187
Min. rate 1 p. wkly. 13 wks. \$76.83 insertion.				
National Corporation Reporter..Coml..Thur.....	—			3-15 -157
1-16 p. 1 tl. \$3.75. Min. rate 1 p. 52 tl. \$9.62 page.				
New World..Cath..Sat.....	—	2.80		7-13 -300
Min. rate 1 in. 52 tl. \$2.10 per inch.				
N. W. Christian Advocate□..Meth..Wed.....	48,976	3.50	3.50 F	3-14 -157
Official Bulletin of the Chicago Medical Society□ Med..Sat ex July, August & September....	3,000			2-16 -112
½ p. 1 tl. \$7.50. Min. rate 1 p. 40 tl. \$12.00 insertion.				
 ¶ This circulation rating of the Official Bulletin of the Chicago Medical Society is hereby guaranteed by the Charles H. Fuller Company in the sum of \$100. Plan of guarantee and permission to audit explained on page 4.				
Official Ry. Guide of Chicago..R R..Sat	15,000			4-13 -189
Orange Judd Farmer..Agri..Sat.....	118,456	7.00		4-13 -193
Min. rate 1 p. 1 tl. \$50.00.				
Paint, Oil & Drug Review..Trade..Wed.....	2,525			2-22½-161
1 p. 1 tl. \$30.00. Min. rate 1 p. 52 tl. \$19.23 insertion.				
Presto□..Music & Music Trade..Thur.....	—	3.00		4-13½-189
Min. rate 12 pages in 1 yr. \$45.00 page.				
Public..Sociological..Fri	20,000	1.68	1.68 F	2-18 -119
Railway Review..Railroad..Sat.....	—			2-21 -143
1-16 p. \$6.25. Min. rate 1 p. 52 tl. \$90.00 page.				
Reform Advocate..Jew-Ref..Sat.....	—	1.68	.98 G	3-13 -140
Sentinel..Jewish..Fri	—	2.10	1.68 L	4-13½-158
Standard..Bap..Sat	—	2.10	1.47 C	3-14½-160
Standard Opinion□..Ind..Sat.....	—	1.40	1.40 F	8-13 -336

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ILLINOIS—Continued.

Chicago—Continued.

Weekly Publications (English Language).

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Telephony □...Trade...Sat	5,000			2-20 -140
1-32 p. 1 tl. \$4.00. Min. rate 1 p. 52 tl. \$50.00 page.				
Traffic World...Traffic...Sat.....	4,175			2-19½-133
¼ p. 1 tl. \$10.00. Min. rate 1 p. wkly. 1 yr. \$25.00 insn.				
Union Leader...Labor...Sat.....	22,000	1.00		4-13 -196
Min. rate 1 in. wkly. 6 mos. .80 inch.				
Western British American...Ind...Sat.....	—	2.10	1.05 E	6-13 -280
World's Chronicle...Educ...Sat.....	—	2.80	2.80 F	2-16 -112

Weekly Publications (Foreign Languages).

Amerikan (Boh) □...Agrl..Mon & Thur.....	40,487	1.40	1.12 G	7-13 -290
Balkan World (Croatian)...Ind..Thur.....	14,000	.56	.56 F	7-13 -315
Bladet (Swedish) □...Relig..Tu.....	—	.75	.75 F	7-13½-308
Cepy (Polish) □...Humorist..Su.....	17,850	.35	.35 F	4-13 -210
Duch Casu (Boh) □...Lit..Su Morn.....	31,878	1.26	.84 L	4-13 -150
Echo Post & Beobachter (Ger)...Ind-Rep..Fri..*	14,000			7-13 -300
Evangelisten (Norw-Dan)...Free Church..Wed...	—	.75		5-13 -245
Min. rate 1 in. wkly. 1 yr. .63½ inch.				
Gazeta Katolicka (Polish)...Cath..Thur.....	—	.50	.50 F	7-13 -287
Gazeta Polska (Polish)...Ind-Rep..Thur.....	—	1.00	1.00 F	7-13 -287
Glasilo (Slovenian)—Educ..Fri.....	11,000	.30	.20 A	6-13 -128
Glas Svobode (Slovenian)...Ind..Tu & Fri.....	27,000			6-13 -278
Greek Star (Greek)...Rep..Fri.....	—	1.10	.56 L	6-13 -294
Hemlandet (Swed)...Rep..Thur.....	—			
(Consolidated with Svenska Amerikanaren Sept. 22, 1914.)				
Hlasatel (Boh) □...Ind..Tu & Fri.....	—	.75	.75 F	7-13 -294
Illinois Staats-Zeitung (Der Landwirt) (Ger) □				
Agrl..Thur				
(Circulation rating is average from Jan. 1 to Jan. 31, 1914.)				
Jewish Labor World (Yid)...Labor..Fri.....	—	.70	.42 D	7-13 -280
Katalikas (Lith)...Cath..Thur.....	—			
(Changed to daily edition about Aug. 1, 1914.)				
Katholisches Wochenblatt (Ger)...Cath..Wed...	—	.55	.55 F	7-13 -280
Katolické Slovenske Noviny (Slovak)...Cath.....				
Wed				
Katolik (Boh)...Cath-Ind..Tu & Fri.....				
Min. rate 1 in. 1 yr. wkly. .16 4-5 per inch.				
Kristelige Talemænd (Norw-Dan)...Meth..Thur..	—	.42	.42 F	3-13½-156
La Tribuna Italiana Trans-Atlantica (Ital)...Ind				
Sat				
Min. rate ¼ p. wkly. 1 yr. \$19.24 per insertion.				
Lietuva (Lith)...Ind..Fri	10,000	1.50	1.40 A	7-13 -297
L'Italia (Ital) □...Ind..Tu, Thur & Su.....	34,642	1.05	.84 L	7-13 -280
Missions Vannen (Swed) □...Evan..Tu.....	18,489	.75	.75 F	7-13 -294
Narod Polski (Polish) □...Cath..Wed.....	50,397	.84	.70 G	7-13 -294
Nya Vecko Posten (Swed)...Bap..Tu.....	—	.77	.77 F	7-13 -294
Onze Toekomst (Hollandish)...Rep..Fri.....	—	1.00	.25 N	6-13 -276
Otthon (Hung) □...Lit..Fri.....	12,354	.75	.42 G	4-13 -184
Pritel Ditek (Boh)...Cath Juv..Thur.....	5,859	.42	.42 F	2-17 -119
Proletarec (Slovenian)...Socl..Tu.....	—	.30		6-13 -275
Min. rate 1 in. 3 mos. or more .25 inch.				
Revyen (Norw-Dan)...Socialist..Sat.....	—	.35		7-13 -280
Min. rate 1 in. wkly. 1 yr. .21 inch.				
Rodzina Polska (Polish)...Tu.....	—	.50	.50 F	2-19½- 91
Rovnost L'udu (Slovak) □...Socialist..Wed....*	7,300	.50		7-12 -294
Min. rate 8 in. 52 tl. .12 4-5 per inch.				
Sandebudet (Swed)...Meth..Tu.....	6,000	.50	.50 F	4-13 -196

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 average circulation for six months ending September 30, 1914, unless otherwise noted.

ILLINOIS—Continued.

Chicago—Continued.

Weekly Publications (Foreign Languages).

	1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Scandia (Norw-Dan)..Ind..Fri.....	.50	.30 A	7-13 -276
Skandinaven (Norw-Dan)..Rep..Wed & Fri....	1.40	1.40 F	7-13 -300
Slavie (Boh)..Ind..Dem..Tu & Fri.....	.65		6-13 -259
Min. rate 2 1/2 in. wkly. 1 yr. \$100.00.			
Sunday Polish Echo (Polish)..Ind-Rep..Su.....	1.54	.70 P	7-13 -300
(First issue about April 26, 1914.)			
Svenska Amerikanaren-Hemlandet (Swed)			
Ind..Thur © 72,996	2.52	2.52 F	7-13 -300
Cir. rating is average for 3 mo. ending Dec. 31, 1914.			
¶ This paper is a continuation of SVENSKA AMERIKANAREN, which absorbed HEMLANDET Oct. 1, 1914, when the name was changed to SVENSKA AMERIKANAREN HEMLANDET. Subscription price, \$1.00 a year. A larger net paid circulation than any other Swedish paper in this country ever had. Member of Audit Bureau of Circulations. Positively the most effective medium for reaching the prosperous Swedish-American population.			
Svenska Kuriren (Swed) □ ..Ind..Thur.....	1.40	1.40 F	7-13 -294
© 42,400			
Svenska Tribunen Nyheter (Swed) □ ..Ind..Tu. © 62,342	2.52	2.52 F	7-13 -300
¶ A newspaper printed in Swedish, foremost in its appeal to the prosperous homes of this nationality. Established 1869. Volume of advertising carried greatest in the field. Sworn-to net circulation for 1914, 70,010 copies per issue. Charter member Audit Bureau Circulations. Subscription price \$1.00 per year, payable in advance.			
United Servian (Servian)..Ind..Sat.....	.56	.56 F	7-13 -315
© 1,500			
Verdens Gang (Norw-Dan) □ ..Ind..Fri.....	.25	.25 F	7-13 -300
Wochenblatt (Ger) □ ..Ind..Thur.....	1.40	.98 P	4-13 1/2 -225
Zenske Listy (Boh)..Family..Thur.....	.75	.75 F	3-13 -140
Zgoda (Pol)..Ind..Thur.....	2.80		7-13 -300
Min. rate 1 in. wkly. 1 yr. \$2.10 inch.			

¶ Polish Weekly Zgoda is the official organ of the Polish National Alliance, one of the largest and most influential organizations in the world. It has a guaranteed circulation of 110,000, national in its distribution. The Polish Daily Zgoda, circulation of 50,000, brings big returns for advertisers. The Weekly Zgoda is one of the best pullers for mail order advertisers in the country.

Monthly Publications (English Language).

Agents & Mail Dealers' Magazine..Agents & Mail

Order..Bl-M	15,000	3.50	3.50 F	3-15 -154
American Carpenter & Builder □ ..Trade..M... © 41,278		7.70		2-20 -137
Min. rate 1 p. mo. 1 yr. \$100.00 page.				
American Co-Operative Journal..Grain Trade..M. © 8,750		2.80		3-13 -140
Min. rate 2 p. mo. 1 yr. \$83.34 per issue.				
American Educational Review..Educ..M.....		6.00		2-16 -112
Min. rate 1 p. mo. 1 yr. \$35.00 page.				
American Farming..Agrl..M.....		5.60	5.60 F	3-13 1/2 -150
(Succeeding Animal Husbandry.)				
(Commencing November, 1914, issue gross circulation monthly proven on request, or entire cost of advertising forfeited by American Farming).....	80,000			
American Food Journal..Pure Food..M.....		10.00		2-20 -136
Min. rate 1 p. mo. 1 yr. \$58.34 per page.				
American Journal of Clinical Medicine..Med..M.		15.00		2-16 -112
Min. rate 1 p. mo. 1 yr. \$85.00 page.				
American Journal of Veterinary Medicine				
Veterinary..M	7,022			2-16 -114
1/2 p. 1 tl. \$3.00. Min. rate 1 p. mo. 1 yr. \$20.84 page.				
American Poultry Journal..Poultry..M.....		5.60		3-13 -140
Min. rate 720 in. in 1 yr. \$3.50 per inch.				
American Sheep Breeder & Wool Grower..Live				
Stock..M		3.00		3-15 -140
Min. rate 1 p. mo. 1 yr. \$62.50 per page.				
American Swineherd..Swine..M		4.20	3.50 C	3-13 -140

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ILLINOIS—Continued.

Chicago—Continued.

Monthly Publications (English Language).

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
American Tourist, Hotel & Travel News..Travel				
M	4.00		2-21 -140	
Min. rate 1 p. mo. 1 yr. \$45.00 page.				
Apparel Gazette..Trade..S-M			2-22 -140	
½ p. 1 tl. \$10.00. Min. rate 24 p. 1 yr. \$25.00 page.				
Automobile Club Journal..Motoring..M	4.90		2-16 -110	
Min. rate 1 p. mo. 1 yr. \$32.00 page.				
Bakers' Helper..Trade..M	3.00		2-22 -140	
Min. rate 1 p. 3 mos. or more \$35.00 insertion.				
Banner of Gold..Lit & Temp..Bi-M	2.80	2.10 N	3-18 -182	
Bell Telephone News □ ..Tele..M	34,000		3-14 -140	
½ p. 1 tl. \$10.00. Other spaces pro rata.				
Berkshire World..Swine..M	2.10	2.10 F	3-13 -140	
(Moved from Springfield, Ill., about Jan. 1, 1915.)				
Better Farming..Agri..M	312,911	21.00 F	4-13½-175	
Big Four Successful Poultry Journal..Poultry				
M	37,549	3.85	3-13 -140	
Min. rate 6 p. 1 yr. (180 inches) \$2.10 inch.				
† Guaranteed monthly average circulation for 1915, 40,000.				
Billiards Magazine □ ..Sports..M	35,000		2-15 -112	
½ p. 1 tl. \$6.25. Ex. space pro rata.				
† The only publication of its kind. Interesting and instructive. An authority on the game of billiards. Appeals to the best people who play the game, which is now recognised as the national indoor pastime. We solicit clean advertising copy only.				
Blue Book Magazine..Lit..M	14.00		2-16 -112	
Min. rate ½ p. 1 tl. \$25.00.				
Brann's Iconoclast □ ..Radical..M	41,529		3-14 -135	
Breeders' Guide..Live Stock..M			3-13 -140	
Brewer & Maltster..Trade..M	5,500		1-45 -154	
½ p. 1 tl. \$10.00. Min. rate 1 p. mo. 1 yr. \$25.00 page.				
Buildings & Building Management..Care of				
Bldgs..M	5,400	2.10	2-25 -140	
Building Materials..S-M (7th and 22d)		1.68 G	3-17 -161	
½ p. 1 tl. \$14.00. Min. rate 1 p. mo. 1 yr. \$100.00 page. (Dealers' Building Material Record and Rock Products were consolidated with Building Materials Mar. 1, 1914.)				
Business Woman's Magazine..Bus. & Lit..M			2-14 -133	
½ p. 1 tl. \$3.50. Min. rate 1 p. mo. 1 yr. \$9.00 page.				
Candy & Ice Cream..Trade..M	3,680	2.00	3-16 -147	
Min. rate 1 p. mo. 1 yr. \$30.00 insertion.				
Carette □ ..Trade ..M	11,255		2-18½-128	
(Name changed from American Cyclecar November, 1914.) 1-24 p. 1 tl. \$3.50. Min. rate 1 p. mo. 1 yr. \$40.00 insn.				
Cement & Engineering News..Trade..M	7,000		2-21 -143	
½ p. 1 tl. \$7.50. Min. rate 1 p. mo. 1 yr. \$40.00 page.				
Cement Era..Trade..M			3-13 -140	
½ p. 1 tl. \$12.00. Min. rate 1 p. 12 tl. \$50.00 page.				
Cement World □ ..Trade..M	19,119		2-20 -137	
½ p. 1 tl. \$15.00. Min. rate 1 p. 12 tl. \$50.00 page.				
Chef & Steward..Epicurean..M			2-13½-112	
1-16 p. 1 tl. \$3.00. Min. rate 1 p. 12 tl. \$16.50 page.				
Cherry Circle..Club..M			2-18 -112	
½ p. 1 tl. \$10.50. Min. rate 1 p. 12 tl. \$40.00 page.				
Chicago Federationist □ ..Labor..M	22,700	2.00	4-13 -196	
Min. rate 1 in. 12 tl. \$1.50 per inch.				
Child Apostle □ ..Cath..Juvenile..M	27,654	1.40	3-15 -133	
Min. rate 1 p. mo. 1 yr. \$28.80 insertion.				
Christian Socialist..Socl..M	14,500	2.10	4-13½-189	
Min. rate 1 p. 1 tl. \$50.00.				
Christian Workers' Magazine..Evan..M		1.25	2-16 -112	
Min. rate 1 p. 6 tl. cons. \$13.50 page.				

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ILLINOIS—Continued.

Chicago—Continued.

Monthly Publications (English Language).

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Commercial Telegraphers' Journal..Labor & Teleg..M	————	3.00		2-14 -112
Min. rate 1 p. 12 tl. \$26.50 per page.				
Concordia☐..Luth ..M.....	◎ 10,000	1.00		4-13 -160
Min. rate 1 p. mo. 1 yr. \$28.00 page.				
Dental Review..Dental..M.....	* 4,085			2-13 -101
¼ p. 1 tl. \$7.50. Min. rate 1 p. mo. 1 yr. \$12.00 page.				
Detective..Secret Service..M.....	* 7,000	3.00		5-13 -238
Min. rate 1 in. 12 tl. \$2.50 inch.				
Dial..Lit..S-M	————	2.80		2-17 -120
Min. rate 10 p. 1 yr. \$30.00 page.				
Electric City Magazine..Elec..M.....	————			4-10 -147
1-16 p. 1 tl. \$12.00. Min. rate 1 p. 12 tl. \$80.00 page.				
Electric Traction..Tech..M.....	————			2-19½-142
1-16 p. 1 tl. \$3.00. Min. rate 1 p. 12 tl. \$41.00 page.				
Electric Vehicles..Trade..M.....	◎ 7,500			2-21 -135
¼ p. 1 tl. \$25.00. Min. rate 1 p. 12 tl. \$80.00 page.				
Electrical Mining..Mining..Quar.....	◎ 9,000	2.00		2-13 - 98
Min. rate 1 p. 1 tl. \$25.00.				
Embalmers' Monthly..Trade..M.....	◎ 8,122			2-21 -140
1-16 p. 1 tl. \$3.00. Min. rate 1 p. 12 tl. \$33.33 page.				
Everyday Life..Family..M.....	————	42.00		4-13 -175
Min. rate 1 p. 1 tl. \$1,575.00.				
Extension Magazine..Cath..M.....	◎ 170,000	10.50	10.50 F	3-16 -160
Eye Opener..Social Reform..M.....	* 50,000	2.80	2.80 F	3-13 -140
Factory☐..Industrial ..M.....	◎ 15,073	7.50		3-14 -140
Min. rate 300 inches a. c. in 1 yr. \$4.25 inch.				
Family Altar..Relig..M.....	◎ 11,500			2-14 -112
Farm Engineering..Agri..M.....	◎ 101,281	7.00	7.00 F	4-13 -175
(Moved from Springfield, O., Oct. 1, 1914.)				
Clr. rating is for November, 1914, issue only.				
‡ 125,000 average net paid circulation guaranteed for the first six months of 1915, or "no pay for the advertising." Member Audit Board of Circulations.				
Farm & Home..Agri..S-M.....	————			
(See Springfield, Mass.)				
Farm Loans & City Bonds☐..Finan..M.....	————	3.00		3-15 -154
Min. rate 1 p. 12 tl. \$50.00 page.				
Fine Arts Journal..Music & Art..M.....	————	7.00		2-16 -112
Min. rate 1 p. 12 tl. \$35.00 page.				
Furniture Journal..Trade..S-M.....	◎ 6,884			2-21 -140
¼ p. 1 tl. \$6.25. Min. rate 1 p. 12 tl. \$25.00 page.				
Gardening..Hort & Flor..S-M.....	————	1.40		3-13 -140
Min. rate 1 in. a-mo. 1 yr. \$1.12 inch.				
Garment Review..Trade..M.....	————			2-18 -140
¼ p. 1 tl. \$17.50. Min. rate 1 p. 12 tl. \$42.50 insertion.				
Golfers' Magazine..Golfing..M.....	————	6.00		2-16 -112
Min. rate 1 p. 12 tl. \$64.00 page.				
Grain Dealers' Journal..Trade..S-M.....	◎ 5,391	2.50		3-13½-140
Min. rate 20 to 30 in. 24 tl. \$1.25 inch.				
Green Book Magazine..Lit..M.....	————	7.00		2-16 -112
Min. rate ¼ p. 1 tl. \$12.50.				
Gregg Writer..Sten..M.....	◎ 30,151	3.00		2-16 -104
Min. rate 1 p. 12 tl. \$30.00 per page.				
Home Life☐..Family..M.....	◎ 301,932	5.60		4-13½-175
Min. rate 1 p. 1 tl. \$2,520.00.				
Home Magazine..Mail Order..M.....	◎ 275,000	14.00		4-13½-175
(Home Magazine succeeds Welcome Guest.)				
(Circulation rating is average for 4 mos. ending Dec. 31, 1914.)				
Min. rate 1 p. 1 tl. \$500.00.				
‡ The Home Magazine is 26 years old.				
It is a clean, well printed, well edited monthly, reaching people in small towns and rural districts.				
It pays 400 mail order advertisers.				

§ Government statement—See page 5. * Gross circulation. ◎ Net circulation. ☐ Can use matrices. ‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

ILLINOIS—Continued.

Chicago—Continued.

Monthly Publications (English Language).

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Hotel Bulletin..Hotel..M.....	_____	4.00		3-13 -140
Min. rate 1 p. 12 ti. \$33.33 per page.				
Hotel Monthly..Hotel..M.....*	6,200			2-16 -112
1-16 p. 1 ti. \$2.50. Min. rate 1 p. 12 ti. \$33.33 page.				
Household Guest..Family..M.....	_____	12.00		4-13½-175
Min. rate 1 p. 1 ti. \$1,575.00.				
Hummer..Hotel Clerk..M.....	_____	2.00		3-13 -140
Min. rate 1 p. mo. 1 yr. \$33.33 insertion.				
Illinois Athletic Club Magazine..Club Affrs..M..	_____			2-17 -116
¼ p. 1 ti. \$15.00. Min. rate 1 p. mo. 1 yr. \$40.00 insertion.				
Illinois Central Employees' Magazine..Lit..M....	_____	2.80	2.80 F	2-15 -112
Illinois Medical Journal..Med..M.....©	6,392			2-18 -122
¼ p. 1 ti. \$12.00. Min. rate 1 p. 12 ti. \$25.00 page.				
Inland Printer..Trade..M.....	_____	7.00		2-19½-140
Min. rate 1 p. 12 ti. \$67.50 per page.				
Inland Storekeeper..Trade..M.....	_____			2-16 -112
¼ p. 1 ti. \$9.00. Min. rate 1 p. 12 ti. \$46.00 page.				
Institute Tie..Evan..M.....	_____	1.40		2-14 -112
Min. rate ¼ p. mo. 1 yr. \$5.10 insertion.				
International Socialist Review..Socl..M.....	_____	3.50		2-16 -112
Min. rate ¼ p. 1 ti. \$12.50.				
¶ There are a million Socialists in the United States, and their leading magazine is the International Socialist Review. Socialism is growing more rapidly than ever before and the Review thoroughly covers this large constituency.				
Any clean, straight proposition appealing to men brings big returns in the International Socialist Review.				
Irrigation Age□..Irrig..M.....©	32,522	2.52	1.68 G	3-13½-133
Live Stock Journal..Stock & Dairy..M.....	_____	2.10	2.10 F	4-13 -182
Lumber World Review..Trade..Bi-M.....©	3,655			3-16 -161
¼ p. 1 ti. \$17.50. Min. rate 1 p. 24 ti. \$50.00 page.				
Mail Order Journal..Advertising..M.....	_____	4.90		2-13 -100
Min. rate ¼ p. 1 ti. \$12.50 flat.				
Masonic Voice-Review..Frat..M.....	_____	2.25		2-13½-105
Min. rate 1 p. 1 ti. \$25.00 insertion.				
Medical Standard□..Medical..M.....©	9,180	3.50		2-18 -126
Min. rate 1 p. 12 ti. \$35.00 page.				
Merchants' Record & Show Window..Trade..M.*	8,741			2-20 -136
1-16 p. 1 ti. \$7.00. Min. rate 1 p. 12 ti. \$33.33 page.				
Milk News□..Dairy..M.....©	10,000	1.00	1.00 F	4-13½-196
Milliner..Trade ..M.....*	8,033			2-22 -141
1-16 p. 1 ti. \$3.50. Min. rate 18 p. 1 yr. \$25.00 page.				
Mill Supplies..Trade..M.....*	3,600			2-21 -136
¼ p. 1 ti. \$13.00. Min. rate 2 p. mo. 1 yr. \$54.17 page.				
Milwaukee Ry. System Employees' Magazine..Ry. Employees..M	_____			2-15 -112
¼ p. 1 ti. \$25.00. Min. rate 1 p. 12 ti. \$80.00 page.				
Modern Confectioner..Trade..M.....	_____			
(Name changed to Candy & Ice Cream.)				
Monthly Story Magazine..Lit..M.....	_____	7.00		2-16 -112
Min. rate ¼ p. 1 ti. \$12.50.				
Monumental News..Trade..M.....©	3,300	2.25	1.05 D	3-14 -141
Multitude Magazine..Lit..M.....	_____	2.80		2-16 -112
(First issue July, 1914.)				
Min. rate ¼ p. 1 ti. \$3.75.				
National Banker..Finan..M.....	_____	2.00	2.00 F	3-15 -147
National Builder..Building..M.....©	21,563			2-16 -112
¼ p. 1 ti. \$15.00. Min. rate 2 p. 12 ti. \$117.00 issue.				
National Cleaner & Dyer..Trade..M.....	_____	4.00		2-24 -150
Min. rate 1 p. 12 ti. \$25.40 per page.				
National Drug Clerk..Drugs..M.....©	10,192			2-22½-126
1-16 p. 1 ti. \$10.00. Min. rate 1 p. 12 ti. \$44.17 page.				

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 ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

ILLINOIS—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Chicago—Continued.				
Monthly Publications (English Language).				
National Engineer...Engineering...M.....	21,063			2-21 -140
1-16 p. 1 tl. \$15.00. Min. rate 1 p. 12 tl. \$64.66 page.				
National Harness Review...Trade...M.....	5,000	2.00		3-13 -150
Min. rate 1 p. 3 mos. \$33.33 page.				
National Humane Journal...Humanitarian...M.....	9,825	3.00		3-13½ - 98
Min. rate 1 in. 12 tl. \$1.67 per inch.				
National Jeweler & Optician...Trade...M.....	10,800	4.00		2-21 -140
Min. rate 1 p. 12 tl. \$45.00 page.				
National Laundry Journal...Trade...S-M.....	—	7.00		2-24 -150
Min. rate 1 p. 24 tl. \$34.00 page.				
National Printer-Journalist...Trade...M.....	—	5.00		2-20 -140
Min. rate 1 p. 12 tl. \$48.00 page.				
National Real Estate Journal...Real Estate...M.....	5,500			2-16 -112
Novelty News...Trade...M.....	7,651	7.00		3-16 -140
Min. rate 1 p. 12 tl. \$80.00 page.				
Office Appliances...Equipment...M.....	—	2.20		3-15 -140
Min. rate 1 p. 12 tl. \$56.10 per page.				
Official Automobile Blue Book...Yearly.....	—			1-27 -119
Min. rate ¼ p. 1 tl. \$25.00. 1 p. 1 volume \$150.00.				
Office Outfitter...Equipment...M.....	—	2.00		3-15 -140
Min. rate 1 p. mo. 1 yr. \$45.00 insertion.				
Operative Miller...Milling...M.....	—			3-15 -157
1-16 p. 1 tl. \$15.00. Min. rate 1 p. 12 tl. \$60.00 page.				
Opportunity...Lit...M.....	—	14.00		4-13½ -168
Min. rate 1 p. 1 tl. \$571.00.				
Outer's Book...Sports...M.....	40,000	4.50		2-16 -112
(Moved from Milwaukee about Oct. 22, 1914.)				
Min. rate 1 inch mo. 1 yr. \$4.05 inch.				
Photoplay Magazine...Moving Pict...M.....	150,000	7.00		2-15 -112
Min. rate ¼ p. 1 tl. \$25.00.				
Piano Magazine & Music Industry...Piano...M....	—	4.00		2-14 -108
Min. rate ¼ p. 12 tl. \$12.00 insertion.				
Popular Mechanics...Mech...M.....	—	30.00		2-16 -112
Min. rate 1 p. 12 tl. \$300.00 page.				
Circulation, gross monthly edition, or rebate, guaranteed by Popular Mechanics.....				
Power Wagon...Motor Wagons...M.....	8,000			2-22 -140
½ p. 1 tl. \$15.00. Min. rate 2 p. 12 tl. \$110.00 issue.				
Practical Electricity & Engineering...Tech M.....	18,000			2-21 -140
½ p. 1 tl. \$15.00. Min. rate 2 p. 12 tl. \$80.00 issue.				
Practical Engineer...Engineering...S-M.....	22,915			2-21 -143
½ p. 1 tl. \$16.00. Min. rate 1 p. 24 tl. \$80.00 insertion.				
Prairie Farmer...Agri...E O Sat.....	99,731	7.00	7.00 F	4-13 -190
(Changed from s.-mo. to every other Saturday Jan. 2, 1915.)				
† Prairie Farmer founded 1841.				
The oldest agricultural paper in America—Seventy-fifth year.				
Average circulation 1914 was 102,500.				
Prairie Farmer is the representative farm paper of Illinois with over 70,000 circulation in the State.				
Prairie Farmer will send advertisers upon request map showing circulation by counties in Illinois.				
Prairie Farmer is published every other Saturday.				
The STANDARD FARM paper for Illinois.				
Public Service...Public Utilities...M.....	21,261			2-22 -140
1-16 p. 1 tl. \$3.75. Min. rate 1 p. 12 tl. \$30.00 page.				
Railway Electrical Engineer...Technical...M....	2,286			2-21 -140
½ p. 1 tl. \$8.00. Min. rate 1 p. 12 tl. \$40.00 page.				
Railway Engineering & Maintenance of Way..R R...M.....	—			2-21 -140
1-16 p. 1 tl. \$15.00. Min. rate 1 p. 12 tl. \$80.00 page.				
Railway Journal...R R...M.....	—			2-21 -133
½ p. 1 tl. \$80.00. Min. rate 1 p. 12 tl. \$41.66 insertion.				
Railway Master Mechanic...Technical...M.....	4,250			2-21 -140
1-16 p. 1 tl. \$15.00. Min. rate 1 p. 12 tl. \$80.00 page.				

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ILLINOIS—Continued.

Chicago—Continued.

Monthly Publications (English Language).

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Rand McNally Bankers' Monthly..Finan..M...©	5,400	5.00		2-14 -108
Min. rate 12 in. in 1 yr. \$2.50 inch.				
Red Book..Lit..M.....©	271,662	21.00		2-16 -112
Min. rate ¼ p. 1 tl. \$37.50.				
Retailers' Journal..Grocery..M.....	—			2-19½-126
¼ p. 1 tl. \$18.75. Min. rate 1 p. 12 tl. \$75.00 page.				
Rock Island Employees' Magazine..Lit..M.....	—			2-15 -114
¼ p. 1 tl. \$15.00 inss. Min. rate 1 p. 12 tl. \$41.65 page.				
Santa Fe Magazine..R R Employees..M.....©	67,148	70.00		2-15 -112
Min. rate 1 p. 1 tl. \$30.00.				
School Science & Mathematics□..Eduo				
M ex July, Aug & Sept.....© 3,450				
Min. rate 1 p. 9 tl. \$25.00 page.				
Shepherds' Journal..Sheep..M.....	—	3.50	2.52 H	3-15 -150
Shoe Findings..Trade..M.....*	5,000	3.00		2-20½-140
(Moved from Cleveland, O., May, 1914.)				
Min. rate 1 p. mo. 1 yr. \$32.00 insertion.				
Shorthand Writer..Sten..M.....	—	2.50		2-16 -112
Min. rate ¼ p. 1 tl. \$6.75.				
Signal Engineer..Railway Signaling..M.....©	4,015			2-21 -142
1 p. 1 tl. \$75.00. Min. rate 1 p. 12 tl. \$50.00 page.				
Sports Afield..Sports..M.....	—	3.50	3.50 F	2-16 -112
Standard Advertising□..Business..M.....	—	2.38		3-16 -154
Min. rate 1-16 p. 12 tl. \$5.63 per insertion.				
Swine World..Swine..S-M	15,000	3.50	3.50 F	3-13 -140
(Moved from Springfield, Ill., about Jan. 1, 1915.)				
System..Business Efficiency..M.....©	143,179	15.63	15.63 F	2-16 -112
Technical World..Tech..M.....	—	10.00	10.00 F	2-16 -112
Telephone Engineer..Trade..M.....©	7,000			2-21 -135
1-16 p. 1 tl. \$7.00. Min. rate 1 p. 12 tl. \$50.00 page.				
10 Story Book..Lit..M.....	—	4.20	4.20 F	2-16 -112
Travelers, Shippers & Mail Guide..Shipping				
Guide..M				
1 in. 6 mo. \$3.33 per in. Min. rate 1 p. 12 tl. \$16.67 page.				
Union Labor Advocate..Labor..M.....*	30,000	2.50		4-13 -189
Min. rate 1 p. 12 tl. \$67.50 per page.				
Vegetarian Magazine..Hygiene..M	—	2.00		2-16 -112
Min. rate ¼ p. 12 tl. \$5.31 per insertion.				
Western Druggist□..Phar..M.....©	13,225	4.00		2-21 -140
Min. rate 1 p. 12 tl. \$50.00 page.				
Western Undertaker..Trade..M.....©	5,300	1.00	1.00 F	2-20 -140
Woman's World..Family..M.....©	2,040,304	112.00		4-13½-175
Min. rate 1 p. 1 tl. \$5,000.00.				

Monthly Publications (Foreign Languages).

Dahelm (Ger)..Lit & Fam..M.....	—	.84	.84 F	3-13 -128
Hospodarske Listy (Boh)..Agri..S-M.....©	4,869	.42		4-13 -192
Min. rate 1 in. 24 tl. .28 per inch.				

Yearly Publications.

Daily News Almanac & Yearbook.....©	37,809			2-13 - 92
¼ p. \$40.00. 1 p. \$100.00.				
John Willy Hotel Directory..Hotels..Yearly....*	18,000	20.00		2-16 -112
Min. rate 1 p. 1 tl. \$100.00.				
Svenska Amerikanaren's Almanack (Swed).....*	60,000			1-21 - 84
½ p. \$30.00. 1 p. \$50.00.				

Clinton (G 5)—Pop. 5,165.

Daily Newspapers.

Journal..Ind..Morn ex Mon.....\$	2,121	.10	.10 F	7-13 -280
Public..Rep..Eve ex Su.....©	1,000	.10	.10 F	7-13 -280

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ILLINOIS—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Danville (J 5)—Pop. 27,871.				
<i>Daily Newspapers.</i>				
Commercial-News□...Rep..Eve ex Su.....	© 12,717	.25	.25 F	8-12½-280
Press□...Ind..Morn ex Mon.....	\$ 10,568	.20	.20 F	7-13 -280
(Name changed from Press-Democrat Jan. 3, 1915.)				
¶ The Danville Morning Press carries more classified ads than any Illinois paper outside of Chicago.				
Decatur (G 6)—Pop. 31,140.				
<i>Daily Newspapers.</i>				
Herald□...Rep..Morn ex Su.....	\$ 13,519	.30	.25 B	7-13 -280
Su Morn.....	\$ 13,400	.30	.25 B	7-13 -280
Review□...Dem..Eve ex Su.....	\$ 13,390	.20	.20 F	7-13 -280
Su Morn.....	\$ 12,476	.20	.20 F	7-13 -280
<i>Monthly Publications.</i>				
Fox & Hound & Trapper's World..Outdoor Life				
M	* 24,000	2.00		2-15 -112
Min. rate 1 p. 1 tl. \$30.00.				
De Kalb (G 2)—Pop. 8,102.				
<i>Daily Newspapers.</i>				
Chronicle..Rep..Eve ex Su.....	© 2,740	.15	.15 F	7-13 -287
Dixon (F 2)—Pop. 7,216.				
<i>Daily Newspapers.</i>				
News..Ind..Eve ex Su.....	* 3,160	.25	.12 A	6-13 -294
Leader..Ind-Prog..Morn ex Su.....	—	.10	.10 F	7-13 -294
(First issue March 12, 1914.)				
Telegraph..Rep..Eve ex Su.....	—	.13	.10 L	7-13 -280
Du Quoin (F 8½)—Pop. 5,454.				
<i>Daily Newspapers.</i>				
Call..Ind..Eve ex Su.....	\$ 1,052	.10	.05 N	6-13 -280
Dwight (H 3)—Pop. 2,156.				
<i>Monthly Publications.</i>				
Banner..Sons of Vets..M.....	© 51,573			4-13 -182
East St. Louis (D 8)—Pop. 58,547.				
<i>Daily Newspapers.</i>				
Journal..Ind-Prog..Eve ex Sat & Su, also Su				
Morn	\$ 3,101	.28	.28 F	7-13 -501
Sun..Ind..Eve ex Su.....	—	.28	.21 B	7-13 -280
Edwardsville (D 8)—Pop. 5,014.				
<i>Daily Newspapers.</i>				
Intelligencer□...Dem..Eve ex Su.....	© 3,498	.14	.14 F	7-13 -280
Efingham (G 7)—Pop. 3,898.				
<i>Daily Newspapers.</i>				
Record..Ind-Dem..Morn ex Mon.....	—	.15	.05 N	6-13 -273
Elgin (H 1½)—Pop. 25,976.				
<i>Daily Newspapers.</i>				
Courier□...Prog..Eve ex Su.....	© 6,579	.25	.20 B	7-13 -294
News□...Rep..Eve ex Su.....	\$ 6,558	.30	.18 B	7-13 -280
¶ McClure's selected The News for the Westfield Pure Food copy. This proves quality. Put The News on your list.				

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ILLINOIS—Continued.

Elgin—Continued.

Weekly Publications.

Boy's World..Juv..Sat.....	© 404,776	21.00	21.00 F	4-13½-168
Girl's Companion..Juv..Sat.....	© 398,607	17.50	17.50 F	4-13½-168
Young People's Weekly..Non-Sect..Sat.....	© 209,998	10.50	10.50 F	4-15 -210

Monthly Publications.

Mother's Magazine..Household..M.....	© 564,481	35.00		3-13½-140
Min. rate 1 p. 1 tl. \$1,000.00.				
New Century Teachers' Mo..Non-Sect..M.....	© 51,110	3.50	3.50 F	3-13½-136

Englewood (J 2)—Pop. 15,000.

Weekly Publications.

Times..Ind..Fri	© 4,400			8-13 -329
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Evanston (J 1½)—Pop. 24,978.

Daily Newspapers.

News-Index..Rep..Eve ex Su.....	\$ 4,100	.40	.40 F	7-13 -280
(The Daily News and Weekly Index were consolidated Dec. 19, 1914.)				

Weekly Publications.

Lake Shore News..Rep..Thur.....	—	.65	.65 F	7-13 -280
Press..Rep..Sat	—	.56	.42 A	6-13 -280
Union Signal..Temp..Thur.....	© 24,188	2.10		3-14 -154
Min. rate 1 p. 1 tl. \$85.00.				

Monthly Publications.

Correct English..Educ..M ex July & Aug.....	—	3.00		2-18 -119
Min. rate 1 p. 1 tl. \$30.00.				
Katholischer Jugendfreund (Ger)..Cath..M.....	—	5.00	2.00 A	2-18 -126
Svensk-Amerikanska Familj Journalen (Swed)				
Rep..M	© 12,000	.84	.84 F	4-13 -215
Young Crusader..Temp..M.....	—	2.80	2.80 F	3-14 -140

Fairfield (H 9)—Pop. 2,479.

Weekly Publications.

Press..Rep..Thur	© 3,000	.10	.10 F	6-13 -280
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Freeport (E 1)—Pop. 17,567.

Daily Newspapers.

Bulletin..Dem..Eve ex Su.....	\$ 3,485	.12	.12 F	7-13 -287
Journal-Standard□..Ind..Eve ex Su.....	\$ 5,825	.18	.18 F	7-13 -283

Weekly Publications.

Deutscher Anzeiger (Ger)..Ind-Dem..Wed....	© 1,755	.50	.10 N	7-13 -280
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Galena (D 1)—Pop. 4,835.

Daily Newspapers.

Gazette..Rep..Eve ex Su.....	\$ 912	.25	.05 N	7-13 -304
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Galesburg (D 4)—Pop. 22,089.

Daily Newspapers.

Mail□..Ind..Eve ex Su.....	\$ 7,519	.18	.18 F	7-13 -308
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¶ This circulation rating of the Galesburg Daily Mail is hereby guaranteed by the Charles H. Fuller Company in the sum of \$100. The plan of this guarantee and permission to audit is explained on page 4.

Represented by G. Logan Payne Co.,
Chicago, New York and Boston.

Republican-Register□..Rep..Eve ex Su.....	© 8,299	.18	.18 F	7-13 -304
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¶ This circulation rating of the Galesburg Daily Republican-Register is hereby guaranteed by the Charles H. Fuller Company in the sum of \$100. Plan of guarantee and permission to audit explained on page 4.

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

ILLINOIS—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Geneseo (D 2½)—Pop. 3,199.				
<i>Weekly Publications.</i>				
Republic..Rep..Fri	© 2,500	.15	.10 E	6-13 -273
Granite City (D 3)—Pop. 9,903.				
<i>Daily Newspapers.</i>				
Naroden Glas (Bulgarian)..Non-Part..Morn & Su	—	1.00		7-13 -230
Min. rate 1 in. twice a wk. 1 yr. \$28.00.				
<i>Weekly Publications.</i>				
Press Record..Rep..Tu & Thur.....	④ 2,315	.25	.10 B	7-13 -301
Greenville (F 8)—Pop. 3,178.				
<i>Weekly Publications.</i>				
Advocate..Rep..Mon & Thur.....	© 2,300			6-13 -276
Hamilton (B 5)—Pop. 1,627.				
<i>Monthly Publications.</i>				
American Bee Journal..Apiary..M.....	© 6,500	2.10		3-13 -134
Min. rate 1 p. 12 tl. \$40.00 page.				
Harrisburg (G 10)—Pop. 5,309.				
<i>Daily Newspapers.</i>				
News..Ind..Morn ex Su.....	—			6-13 -270
<i>Weekly Publications.</i>				
Register..Rep..Fri	© 2,510	.15	.15 F	6-13 -276
Harvey (J 2)—Pop. 7,227.				
<i>Weekly Publications.</i>				
Tribune..Ind..Fri	© 1,650	.15	.15 F	6-13 -276
Hillsboro (F 7)—Pop. 3,424.				
<i>Weekly Publications.</i>				
Journal..Rep..Tu & Fri.....	© 2,150	.12½	.12½ F	6-13 -276
Hoopeston (J 4½)—Pop. 4,698.				
<i>Daily Newspapers.</i>				
Chronicle..Rep..Morn ex Su.....	© 710	.05	.05 F	6-13 -280
Herald..Dem..Eve ex Su.....	—	.05	.05 F	7-13 -304
Jacksonville (D 6)—Pop. 15,326.				
<i>Daily Newspapers.</i>				
Courier..Dem..Eve ex Su.....	© 2,251	.10	.10 F	7-13 -287
Journal..Rep..Morn ex Mon.....	\$ 4,355	.40	.15 N	7-13 -280
Jerseyville (D 7)—Pop. 4,113.				
<i>Daily Newspapers.</i>				
Democrat..Dem..Eve ex Wed & Su.....	© 300			6-13 -280
<i>Weekly Publications.</i>				
Democrat..Dem..Thur	© 1,800			6-13 -280
Republican..Rep..Thur	© 2,500	.12	.12 F	6-13 -276

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Joliet (H 2½)—Pop. 34,670.

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are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
average circulation for six months ending September 30, 1914, unless otherwise noted.

ILLINOIS—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Macomb (C 4½)—Pop. 5,774.				
<i>Daily Newspapers.</i>				
By-Stander☐...Rep..Eve ex Su.....	\$ 1,950	.15	.13½N	6-13 -276
Journal☐...Rep..Eve ex Su.....	\$ 2,690	.20	.07 N	7-13 -280
Marion (G 10)—Pop. 7,093.				
<i>Daily Newspapers.</i>				
Post..Dem..Eve ex Su.....	—	.07	.04 A	6-13 -280
Republican..Rep..Eve ex Su.....	—	.20	.20 F	6-13 -280
<i>Weekly Publications.</i>				
Illinois Baptist..Bap..Sat.....	—	.47	.37½I	5-13 -252
† Jacobs & Co., Clinton, S. C., guarantee 4,688 circulation.				
Marseilles (G 3)—Pop. 3,291.				
<i>Daily Newspapers.</i>				
Register Chronicle..Rep..Eve ex Su.....	—			7-13 -280
Mattoon (H 6½)—Pop. 11,456.				
<i>Daily Newspapers.</i>				
Commercial-Star☐...Dem..Morn ex Su & Mon. \$	2,750	.21	.12 B	7-13 -287
Su Morn.....	\$ 2,750	.21	.12 B	7-13 -287
Journal-Gazette☐...Rep..Eve ex Su.....	\$ 2,976	.12	.10 I	7-13 -304
Maywood (J 2)—Pop. 8,033.				
<i>Weekly Publications.</i>				
Press..Ind..Thur	© 2,240	.25	.20 B	6-13 -280
Melrose Park (J 2)—Pop. 4,806.				
<i>Weekly Publications.</i>				
Leader..Ind..Fri	© 1,750	.20	.18 B	6-13 -280
Mendota (F 2)—Pop. 3,806.				
<i>Weekly Publications.</i>				
Our Hope & Life in Christ..Adventist..Wed.....	—	.25		4-13 -168
Min. rate 4 or more insertions .20 inch.				
Moline (C 2½)—Pop. 24,199.				
<i>Daily Newspapers.</i>				
Dispatch☐...Rep..Eve ex Su.....	\$ 10,254	.28	.28 F	7-13 -280
<i>Monthly Publications.</i>				
Furrow☐...Agrl..Quar	* 1,723,500	21.00	21.00 F	4-13 -162
Monmouth (C 4)—Pop. 9,128.				
<i>Daily Newspapers.</i>				
Atlas..Rep..Eve ex Su.....	\$ 3,427	.20	.14 A	7-13 -280
Review..Ind..Eve ex Su.....	\$ 3,067	.15	.15 F	7-13 -276
Morris (H 3)—Pop. 4,563.				
<i>Daily Newspapers.</i>				
Gazette..Prog..Eve ex Su.....	—	.08		6-13 -280
Min. rate \$2.40 per in. per mo. of 26 daily and 4 wkly. insns.				
Herald..Rep..Eve ex Su.....	\$ 1,973	.12½	.12½F	7-13 -290
<i>Weekly Publications.</i>				
Herald..Rep..Fri	\$ 2,542	.15	.15 F	7-13 -290
Mt. Carmel (J 9)—Pop. 6,934.				
<i>Daily Newspapers.</i>				
Register..Dem..Eve ex Su.....	\$ 1,425	.10	.05 A	7-13 -301
Republican..Rep..Eve ex Su.....	—	.10	.10 F	7-13 -304

§ Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

ILLINOIS—Continued.

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Mt. Carroll (E 1½)—Pop. 1,759.				
<i>Daily Newspapers.</i>				
Democrat..Rep..Eve ex Su.....	—	.10	.10 F	7-13 -308
Mt. Morris (F 1½)—Pop. 1,182.				
<i>Monthly Publications.</i>				
Mystic Worker..Frat-Ins..M	◎ 78,000	2.80	2.80 F	4-14 -196
Poultry Tribune..Poultry..M.....	* 45,000	3.15	3.15 F	3-13 -140
Mt. Sterling (C 5½)—Pop. 1,986.				
<i>Weekly Publications.</i>				
Democrat-Message..Dem..Wed & Sat.....	◎ 2,675	.08	.08 F	6-13 -280
Mt. Vernon (G 9)—Pop. 8,007.				
<i>Daily Newspapers.</i>				
Register..Rep..Eve ex Su.....	\$ 915	.05	.05 F	6-13 -276
Murphysboro (F 10)—Pop. 7,485.				
<i>Daily Newspapers.</i>				
Independent..Rep..Eve ex Su.....	—	.05	.05 F	6-13 -280
Republican Era..Rep..Eve ex Su.....	—	.06	.06 F	6-13 -280
National Stock Yards (D 8)—Pop. 1,200.				
<i>Daily Newspapers.</i>				
National Live Stock Reporter□..Live Stock & Agrl..Eve ex Su.....	\$ 18,000	.56	.42 L	7-13 -276
† Above paper now in its 25th year; reaches the most prosperous class of farmers in the heart of the Corn Belt; subscribers are combination farmers and live stock raisers and feeders. Total net circulation, including the weekly issue, for six months ending October 1, 1914, as per figures furnished U. S. Post Office Department, was 20,109.				
Oak Park (J 2)—Pop. 19,444.				
<i>Weekly Publications.</i>				
Events..Rep..Sat	◎ 4,650	.30	.25 B	6-13 -280
Oak Leaves..Ind..Sat.....	—	.75		3-13½-140
Min. rate 1 in. wkly. 1 yr. .50 inch.				
<i>Monthly Publications.</i>				
School Century..Educ..M.....	◎ 25,450	3.00		3-13 -140
Min. rate 1 p. 1 tl. \$80.00.				
Svobodna Skola (Boh)..Free Thought..M.....	◎ 3,560	.40	.30 A	2-21 -140
Olney (H 8)—Pop. 5,011.				
<i>Daily Newspapers.</i>				
Mail..Non-Part..Eve ex Su.....	\$ 1,446			7-13 -308
Ottawa (G 3)—Pop. 9,535.				
<i>Daily Newspapers.</i>				
Free Trader..Dem..Eve ex Sat & Su.....	—			8-13 -280
Su Morn.....	—			7-13 -280
Journal..Rep..Eve ex Sat & Su.....	—	.10	.05 N	8-13 -280
Su Morn.....	—	.10	.05 N	7-13 -280
Republican Times..Rep..Eve ex Su.....	\$ 2,851	.15	.10 B	7-13 -287
<i>Weekly Publications.</i>				
Fair Dealer..Ind..Fri.....	◎ 5,947	.30	.15 N	6-13 -280
Pana (F 7)—Pop. 6,055.				
<i>Daily Newspapers.</i>				
Palladium..Dem..Eve ex Su.....	◎ 1,000	.07	.07 F	6-13 -280

\$ Government statement—See page 5. * Gross circulation. ◎ Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

ILLINOIS—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Paris (J 6)—Pop. 7,664.				
Daily Newspapers.				
Beacon..Rep..Eve ex Su.....	\$ 2,593	.15	.07½A	6-13 -287
Gazette..Dem..Morn ex Mon.....	—			7-13 -280
News..Ind..Eve ex Su.....	—	.10	.10 F	6-13 -280
Pekin (E 4½)—Pop. 9,897.				
Daily Newspapers.				
Times..Dem..Eve ex Su.....	—	.10	.10 F	7-13 -304
Peoria (E 4)—Pop. 66,950.				
Daily Newspapers.				
Demokrat (Ger)..Dem..Eve ex Su.....	—	.75	.15 N	8-13 -336
Journal□..Ind-Dem..Eve ex Su.....	© 19,293	.56	.35 G	7-13 -294
Su Morn.....	© 11,623	.56	.35 G	7-13 -294
‡ Journal prints largest volume of local, foreign and classified advertising. Guarantees largest net paid circulation.				
Sonne (Ger)..Rep..Eve ex Su.....	—	.10	.10 F	8-13 -336
Star□..Ind..Eve ex Su.....	* 21,835	.98	.42 O	7-13 -287
Su Morn.....	* 11,257	.98	.42 O	7-13 -287
‡ Regardless of any statement made by any Peoria newspaper, the Evening Star can prove its supremacy in the Peoria territory, not only in circulation, but as a result producer. The Star carries more advertising and at a higher rate and many advertisers use it exclusively. Ask the local merchants or write the Sheffield Special Agency, New York or Chicago.				
Transcript□..Ind-Rep..Morn ex Su.....	© 19,558	.42	.32 D	7-13 -294
Su Morn.....	© 10,845	.42	.32 D	7-13 -294
(Name changed from Herald-Transcript Aug. 17, 1914.)				
‡ The only morning paper in a city of 80,000. Largest carrier delivery reaching the worth-while homes. Member A. B. C. Knill Chamberlain Hunter, Inc., Representatives.				
Pera (F 3)—Pop. 7,984.				
Daily Newspapers.				
News Herald..Ind..Eve ex Su.....	—	.05	.05 F	7-13 -280
Pontiac (G 4)—Pop. 6,090.				
Daily Newspapers.				
Leader..Rep..Eve ex Su.....	\$ 2,595	.12½	.07½A	7-13 -280
Princeton (E 3)—Pop. 4,131.				
Weekly Publications.				
Republican..Rep..Thur	© 5,550	.20	.14 B	7-13 -280
Quincy (B 6)—Pop. 26,587.				
Daily Newspapers.				
Germania (Ger)..Ind Dem..Eve ex Su.....	—	1.00		7-13 -276
Min. rate 1 in. daily 1 yr. \$10.00.				
Herald□..Ind-Dem..Eve ex Su.....	\$ 2,551	.25	.25 F	7-13 -304
‡ The only paper in Quincy that has met all of its circulation guarantees is the Herald.				
Journal□..Dem..Eve ex Su.....	\$ 7,663	.28	.28 F	7-13 -304
‡ Quincy is the largest city in an area of 25,000 square miles. The Evening Journal is leading newspaper and best advertising medium in this field. Merchants of Quincy know and will verify this. You may examine the circulation.				
Whig□..Rep..Morn ex Su.....	\$ 6,310	.30	.20 B	7-13 -301
Su Morn30	.20 B	7-13 -301
Weekly Publications.				
Enterprise..Ind..Sat	© 4,057	.12½	.12½F	6-13 -276
Monthly Publications.				
Home Instructor..Family..M.....	© 181,400	11.20		4-13 -175
Min. rate 1p. 1 tl. \$48.00.				
Illinois Farmer..Agrl..S-M.....	© 59,000	3.08	3.08 F	4-13 -175

‡ Government statement—See page 5. *Gross circulation. ©Net circulation. □ Can use matrices.
‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

ILLINOIS—Continued.**Quincy—Continued.****Monthly Publications.**

Poultry Keeper..Poultry..M..... © 31,183 2.80
Min. rate 1 in. 12 tl. \$2.10 per inch.

Reliable Poultry Journal □ ..Poultry..M.....* 59,667 4.90 2.66 L 3-13 -140

Rockford (F 1)—Pop. 45,401.

Daily Newspapers.

Register-Gazette □ ..Rep..Eve ex Su..... \$ 10,477 .30 .30 F 7-13 -280
(The semi-wkly. consolidated with daily Sept. 1, 1914.)

¶ Owing to the consolidation on September 1st of the Semi-Weekly Register-Gazette, published for seventy years, the average circulation of the daily Register-Gazette for the last four months of 1914 was 14,291.

Republic □ ..Prog..Eve ex Su..... © 8,041 .35 .21 A 7-13 -294

¶ Ask Carpenter-Scheerer Co., Chicago, New York, for complete local data compiled from personal investigation. They also offer advertisers merchandising cooperation.

Star □ ..Ind..Morn ex Mon..... © 8,646 .25 .25 F 7-13 -301
Su Morn © 9,527 .30 .30 F 7-13 -301

Weekly Publications.

Svenska Posten (Swed) □ ..Rep..Fri..... © 11,657 .56 .56 F 7-13 -280

Rock Island (C 2½)—Pop. 24,335.

Daily Newspapers.

Argus □ ..Dem..Eve ex Su..... \$ 6,220 .35 .18 A 7-13 -280

¶ The Rock Island Argus has nearly double the circulation of any other Rock Island paper.

Union □ ..Rep..Eve ex Sat & Su..... } \$ 3,756 .25 .15 G 7-13 -276
Su Morn }

Weekly Publications.

Augustana (Swed)..Luth..Thur..... © 20,811 .98 .98 F 4-13 -191

Lutheran Companion..Luth..Sat..... © 6,173 .42 .42 F 3-13 -145

Volks-Zeitung (Ger)..Ind..Tu & Fri..... ——— .20 .20 F 6-13 -280

Monthly Publications.

Modern Woodman..Frat..M..... © 957,583 35.00 35.00 F 4-14 -200

Royal Neighbor..Frat..M..... ——— 14.00 14.00 F 4-14 -200

Ungdomsvannen (Swed)..Lit..M..... © 6,177 .70 .70 F 3-13 -180

Woodhouse (D 6½)—Pop. 2,171.

Daily Newspapers.

Record..Dem..Eve ex Su..... © 250 .05 .05 F 6-13 -276

Savanna (D 1)—Pop. 3,691.

Daily Newspapers.

Journal..Dem..Eve ex Su..... ——— .05 .05 F 6-13 -276

Times..Rep..Eve ex Su..... ——— .10 .10 F 6-13 -280

Shelbyville (G 7)—Pop. 3,590.

Daily Newspapers.

Union..Ind..Eve ex Su..... \$ 840 .10 .05 A 7-13 -280

Springfield (E 6)—Pop. 51,678.

Daily Newspapers.

News-Record □ ..Ind-Rep..Eve ex Su..... ——— .42 .21 D 7-13 -301
(Daily News and Daily Record consolidated Jan. 9, 1915.)

¶ The News-Record is the only afternoon newspaper in Springfield, Illinois. Goes into 75 outside towns and has the largest city circulation of any newspaper in Springfield. Member of the A. B. C. Association. Circulation now exceeds 11,000 daily.

State Journal □ ..Rep..Morn ex Su..... \$ 14,255 .42 .31½ D 7-13 -294

Su Morn..... © 10,326 .42 .31½ D 7-13 -294

State Register □ ..Ind-Dem..Morn ex Su..... \$ 20,302 .49 7-13 -294

Su Morn..... © 13,250 .49 7-13 -294

Min. rate .35 inch on 300 inches 1 year.

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ILLINOIS—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Springfield—Continued.				
<i>Weekly Publications.</i>				
State Journal□...Rep..Tu & Fri.....	© 2,070	.42	.31½D	7-13 -294
<i>Monthly Publications.</i>				
Berkshire World..Swine..M	© 10,000	2.10	2.10 F	3-13 -140
(Moved to Chicago, Ill., about Jan. 1, 1915.)				
Court of Honor□...Frat..M.....	© 37,300	4.20	4.20 F	7-13 -308
Farm Home□...Agri..M.....	© 75,000	5.60	5.60 F	4-13 -190
Swine World..Swine..S-M	© 15,000	3.50	3.50 F	3-13 -140
(Moved to Chicago, Ill., about Jan. 1, 1915.)				
Sterling (E 2)—Pop. 7,467.				
<i>Daily Newspapers.</i>				
Gazette..Ind-Rep..Eve ex Su.....	\$ 5,120	.15	.15 F	7-13 -294
† Sterling and Rock Falls, population 12,000. This is the Gazette's field. A territory embracing 25 miles square with a total population of 45,000.				
Standard..Rep..Eve ex Su.....	—	.21	.12 B	7-13 -294
Streator (G 3)—Pop. 14,253.				
<i>Daily Newspapers.</i>				
Free Press..Rep..Eve ex Su.....	\$ 2,504	.12	.10 D	7-13 -280
Independent Times..Dem..Eve ex Su.....	\$ 2,008	.12	.10 B	7-13 -276
Monitor..Rep..Eve ex Su.....	\$ 1,565	.05	.05 F	7-13 -308
Taylorville (F 6½)—Pop. 5,446.				
<i>Daily Newspapers.</i>				
Breeze..Rep..Eve ex Su.....	—	.08	.08 F	6-13 -280
Courier..Dem..Eve ex Su.....	\$ 3,008	.21	.12 B	7-13 -273
<i>Monthly Publications.</i>				
School News & Practical Educator..Educ				
M ex Aug.....	* 13,595	2.00		8-13½-100
Min. rate 1 p. mo. 1 yr. \$25.50 insertion.				
Techny (J 1)—Pop. 325.				
<i>Monthly Publications.</i>				
Amerikanischer Familienblatt (Ger)..Cath..M	—	3.00		2-16½-115
Min. rate 1 p. 12 tl. \$22.50 page.				
Christian Family..Cath..M.....	—	3.00		2-16½-115
Min. rate 1 p. 12 tl. \$22.50 page.				
<i>Yearly Publications.</i>				
St. Michael's Almanac (Eng, Ger & Pol, 3 edns)...	—			2-19 -118
1-16 p. \$15.00. 1 p. \$135.00.				
Urbana (H 5)—Pop. 8,245.				
<i>Daily Newspapers.</i>				
Courier-Herald□...Rep..Eve ex Su.....	\$ 1,992	.12	.12 F	7-13 -280
Watseka (J 4)—Pop. 2,476.				
<i>Weekly Publications.</i>				
Times Democrat..Dem..Tu & Fri.....	© 4,173			7-13 -304
Waukegan (J 1)—Pop. 16,069.				
<i>Daily Newspapers.</i>				
Gazette..Rep..Eve ex Su.....	© 3,282	.28	.14 B	7-13 -280
† Ask Carpenter-Scheerer Co., Chicago, New York, for complete local data compiled from personal investigation. They also offer advertisers merchandising cooperation.				
Sun..Ind-Rep..Eve ex Su.....	\$ 3,365	.20	.17 A	7-13 -280

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

INDIANA—Pop. 2,700,876.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Alexandria (F 4)—Pop. 5,096.				
<i>Daily Newspapers.</i>				
Times-Tribune..Ind..Eve ex Su.....	\$ 851	.10	.10 F	7-13 -280
Anderson (F 4)—Pop. 22,476.				
<i>Daily Newspapers.</i>				
Bulletin□..Ind..Eve ex Su.....	\$ 5,923	.18	.18 F	7-13 -301
Herald□..Prog-Rep..Morn ex Mon.....	© 5,598	.17½	.17½ F	7-13 -280
Su Morn	© 5,785	.17½	.17½ F	7-13 -280
† The Herald guarantees the largest paid home delivered circulation. It is the only morning and Sunday paper in Madison County (population 80,000) and covers this field.				
<i>Weekly Publications.</i>				
Gospel Trumpet..Holiness..Thur.....	© 27,470			
(Does not accept advertising.)				
<i>Monthly Publications.</i>				
Mooseheart Magazine..Frat..M.....	* 428,000	21.00	21.00 F	3-13 -140
(Successor to the Call of the Moose.)				
Angola (G 1)—Pop. 2,610.				
<i>Weekly Publications.</i>				
Republican..Rep..Wed	© 3,160	.15		7-13 -304
Min. rate 1 inch wkly. 1 yr. .12½ inch.				
Argos (E 2)—Pop. 1,088.				
<i>Monthly Publications.</i>				
National Hardware Bulletin..Trade..M.....	© 14,583	8.00		2-15 -112
Min. rate 1 p. mo. 1 yr. \$58.00 insertion.				
Auburn (G 2)—Pop. 3,919.				
<i>Daily Newspapers.</i>				
Star..Ind..Eve ex Su.....	\$ 1,420	.15	.10 A	8-13 -308
<i>Weekly Publications.</i>				
Courier..Dem..Mon & Thur.....	* 1,750	.18	.18 F	8-13 -308
Bedford (E 7)—Pop. 8,716.				
<i>Daily Newspapers.</i>				
Democrat..Dem..Eve ex Su.....	—	.10	.07 N	6-13 -280
Mall..Rep..Eve ex Su.....	\$ 1,413	.10	.10 F	7-13 -280
Bloomington (D 6)—Pop. 8,838.				
<i>Daily Newspapers.</i>				
Telephone..Local..Eve ex Su.....	—	.15	.15 F	7-13 -301
World..Dem..Eve ex Su.....	\$ 2,268	.10	.10 F	7-13 -301
Bluffton (G 3)—Pop. 4,987.				
<i>Daily Newspapers.</i>				
Banner..Dem..Eve ex Su.....	\$ 2,450	.07½	.07½ F	7-13 -280
News..Local..Eve ex Su.....	\$ 2,562	.15	.10 A	7-13 -276
Brazil (C 5½)—Pop. 9,340.				
<i>Daily Newspapers.</i>				
News..Dem..Eve ex Su.....	—	.10	.08½ N	6-13 -280
Times..Prog..Eve ex Su.....	\$ 2,060	.10	.10 F	7-13 -294

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

INDIANA.

Cities and Towns of—	No.	Pop.
100,000 inhabitants or over.....	1	233,659
50,000 to 100,000 inhabitants.....	4	245,421
25,000 to 50,000 inhabitants.....
10,000 to 25,000 inhabitants.....	20	239,996
5,000 to 10,000 inhabitants.....	26	188,790
2,500 to 5,000 inhabitants.....	27	125,978

INDIANA

	No.	Pop.
Urban territory.....		1,143,835
Rural territory.....		1,557,041
Cities and towns of less than 2,500 inhabitants.....	383	299,457
Other rural territory.....		1,257,584
Total number of dwellings in state.....		631,554
Total number of families in state.....		654,891

INDIANA—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Butler (H 2)—Pop. 1,818.				
<i>Monthly Publications.</i>				
Epworth League Quarterly..Meth..Quar.....	© 27,000	1.50		2-13 - 94
Min. rate 1 p. 4 ti. \$12.50 page.				
Clinton (B 9)—Pop. 6,229.				
<i>Daily Newspapers.</i>				
Clintonian..Rep..Eve ex Su.....	—	.10	.10 F	6-13 -276
Columbia City (G 2)—Pop. 3,448.				
<i>Daily Newspapers.</i>				
Commercial-Mall..Rep..Eve ex Su.....	—	.10	.10 F	8-13 -304
Post..Dem..Eve ex Su.....	—	.05	.05 F	8-13 -336
Columbus (F 6)—Pop. 8,813.				
<i>Daily Newspapers.</i>				
Herald..Dem..Eve ex Su.....	—	.06	.06 F	6-13 -266
Republican..Rep..Eve ex Su.....	\$ 2,376	.20	.07 N	7-13 -280
Star..Ind..Morn ex Su.....	—			6-13 -266
Connersville (G 5)—Pop. 7,738.				
<i>Daily Newspapers.</i>				
Examiner..Dem..Eve ex Su.....	\$ 1,500	.12	.06 I	7-13 -280
News..Ind-Rep..Eve ex Su.....	© 2,675	.15	.09 N	7-13 -287
Crawfordsville (F 4½)—Pop. 9,371.				
<i>Daily Newspapers.</i>				
Journal..Rep..Eve ex Su.....	© 4,220	.28	.14 B	7-13 -280
Review..Dem..Morn ex Su.....	© 3,200	.15	.12½ I	7-13 -276
<i>Weekly Publications.</i>				
Journal..Rep..Fri	© 1,876	.28	.14 B	7-13 -280
<i>Monthly Publications.</i>				
Charlot□..Frat..M	© 105,000	7.00	7.00 F	4-13 -189
Decatur (H 3)—Pop. 4,471.				
<i>Daily Newspapers.</i>				
Democrat..Dem..Eve ex Su.....	\$ 2,671	.15	.10 N	7-13½-280
Herald..Rep..Eve ex Su.....	\$ 1,680	.10	.10 F	7-13 -280
Delphi (C 5)—Pop. 2,161.				
<i>Weekly Publications.</i>				
Journal..Rep..Thur	© 4,500	.15	.15 F	7-13 -304
Edinburg (F 6)—Pop. 2,040.				
<i>Daily Newspapers.</i>				
Courier..Ind..Eve ex Su.....	© 700	.12½	.12½ F	6-13 -280
Elkhart (F 1)—Pop. 19,282.				
<i>Daily Newspapers.</i>				
Review..Ind-Rep..Eve ex Su.....	\$ 2,532	.21	.12 B	7-13 -277
† For complete local data and merchandising coöperation, ask Carpenter-Scheerer Co., Chicago, New York.				
Truth□..Dem..Eve ex Su.....	\$ 4,594	.15	.15 F	7-13½-315

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
† Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
average circulation for six months ending September 30, 1914, unless otherwise noted.

INDIANA—Continued.

Elwood (F 4)—Pop. 11,028.

Daily Newspapers.

Call-Leader..Rep..Eve ex Su.....	—	.08	.08 F	6-13 -280
Record..Dem..Morn ex Su.....	© 1,468	.08	.08 F	6-13 -280

Evansville (B 9)—Pop. 69,647.

Daily Newspapers.

Courier□..Ind-Dem..Morn ex Su.....	© 18,008	.98	.42 L	7-13 -296
Su Morn	© 12,042	.98	.42 L	7-13 -296

¶ The big wide-awake morning and Sunday newspaper of this prosperous section. Six railroads, eight boat lines, four inter-urban lines give Evansville a shopping district with over 500,000 population. The Courier leads the newspaper field in every way. Member of A. B. C. The John Budd Company, Adv. Reps.

Demokrat (Ger)□..Ind-Dem..Morn ex Su & Mon.©	4,738	.49	.14 N	7-13 -280
Su Morn	© 5,220	.49	.14 N	7-13 -280

Journal-News□..Ind..Eve ex Su.....	} \$ 14,118	.35	.35 F	7-13½-301
Su Morn35	.35 F	7-13½-301

¶ This circulation rating of the Evansville Daily and Sunday Journal-News is hereby guaranteed by the Charles H. Fuller Company in the sum of \$100. Plan of guarantee and permission to audit explained on page 4.

Press□..Ind..Eve ex Su.....	\$ 14,645	.42	.35 G	8-12 -308
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Weekly Publications.

Demokrat (Ger)□..Ind-Dem..Tu & Fri.....	© 7,800	.70	.21 N	7-13 -280
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Monthly Publications.

Furniture Industry..Trade..M.....	© 2,000			2-20 -140
½ p. 1 tl. \$4.00. Min. rate 1 p. mo. 1 yr. \$20.00 insertion.				

Flora (D 3½)—Pop. 1,386.

Weekly Publications.

Democrat..Ind..Sat	© 3,200	.15	.10 N	7-13 -280
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Fort Wayne (G 2½)—Pop. 68,933.

Daily Newspapers.

Freie Presse-Staats-Zeitung (Ger)..Ind-Dem				
Eve ex Su.....	\$ 4,052	.35	.25 N	7-13 -301

Journal-Gazette□..Dem..Morn ex Su.....	© 25,704	.84	.42 D	7-13 -294
Su Morn	© 22,100	.84	.42 D	7-13 -294

¶ The net paid circulation of the Journal-Gazette averages over 25,000. Ft. Wayne and vicinity can be covered by using the Journal-Gazette exclusively.

It is Ft. Wayne's home newspaper, carrying 50 per cent more local business and more classified advertising than all other papers in Ft. Wayne combined.

John M. Branham Co., Publishers' Representatives.
New York Chicago St. Louis

News□..Rep..Eve ex Su.....	\$ 14,019	.49	.35 A	7-13 -294
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¶ Fort Wayne's largest evening newspaper is the News. Average daily circulation now 14,800.

Sentinel□..Dem..Eve ex Su.....	\$ 11,607	.25	.25 F	7-13 -294
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Frankfort (D 4)—Pop. 8,634.

Daily Newspapers.

Crescent-News..Ind..Eve ex Su.....	\$ 1,850	.15	.12 I	7-13 -280
Times..Ind..Morn ex Mon.....	© 2,850	.16	.10 G	7-13 -290

Franklin (E 5½)—Pop. 4,502.

Daily Newspapers.

Star..Local..Eve ex Su.....	—	.10	.10 F	7-13 -304
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§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

INDIANA—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Gary (C 1)—Pop. 16,802.				
<i>Daily Newspapers.</i>				
Post□...Dem..Eve ex Su.....	⊙ 4,007	.14	.14 F	7-13 -294
Times...Rep..Eve ex Su.....				
(See Times, Hammond, Ind.)				
Tribune□...Rep..Eve ex Su.....	\$ 4,047	.14	.14 F	7-13 -280
Goshen (F 1)—Pop. 8,514.				
<i>Daily Newspapers.</i>				
Democrat...Dem..Eve ex Su.....	\$ 2,335	.20		7-13 -280
Min. rate 1 inch daily 1 yr. .05 inch.				
News-Times...Prog-Rep..Eve ex Su.....	\$ 2,360	.08	.08 F	7-13 -280
<i>Monthly Publications.</i>				
Poultry Post...Poultry..M.....	* 40,000	2.38		3-13 -140
Min. rate 120 inches 1 yr. \$1.82 inch.				
Greencastle (D 5)—Pop. 3,790.				
<i>Daily Newspapers.</i>				
Banner...Rep..Eve ex Su.....	\$ 945	.06	.06 F	7-13 -276
Herald...Dem..Eve ex Su.....	—	.10	.10 F	6-13 -280
Greenfield (F 5)—Pop. 4,448.				
<i>Daily Newspapers.</i>				
Reporter...Ind..Eve ex Su.....	\$ 2,100	.15	.15 F	6-13 -280
Greensburg (G 6)—Pop. 5,420.				
<i>Daily Newspapers.</i>				
Graphic...Dem..Morn ex Su.....	—	.05	.05 F	6-13 -276
News...Rep..Eve ex Su.....	\$ 2,312	.25		8-13 -308
Min. rate 1 inch daily 1 yr. .08 inch.				
Review...Rep..Eve ex Su.....	\$ 1,425	.10		8-13 -326
Min. rate 1 inch 3 mos. .05 inch.				
Times...Dem..Eve ex Su.....	—	.15	.05 A	7-13 -280
Hammond (B 1)—Pop. 20,925.				
<i>Daily Newspapers.</i>				
News...Dem..Eve ex Su.....	—			7-13 -280
Times...Ind..Eve ex Su.....	\$ 10,798	.37	.37 F	7-13 -280
(Includes editions for Gary and E. Chicago, Ind.)				
‡ The Hammond Daily Times is absolutely essential to cover the densely populated field immediately east of Chicago, including Hammond, Gary, Whiting and Calumet. G. Logan Payne, Adv. Reps., Chicago, New York and Boston.				
Hartford City (G 3½)—Pop. 6,187.				
<i>Daily Newspapers.</i>				
News...Ind-Dem..Morn & Eve ex Su.....	—	.35	.10 I	8-13 -308
Times-Gazette...Rep..Morn & Eve ex Su.....	\$ 2,075	.07	.07 F	7-13 -308
Hope (F 6)—Pop. 1,223.				
<i>Daily Newspapers.</i>				
Star-Journal...Prog..Eve ex Su.....	\$ 300	.10	.05 N	6-13 -276
Huntington (G 3)—Pop. 10,272.				
<i>Daily Newspapers.</i>				
Herald□...Ind..Morn & Eve ex Su.....	⊙ 4,618	.15	.15 F	7-13 -294
Press□...Dem..Morn ex Su & Mon.....	⊙ 3,468	.28	.14 B	7-13 -280
Su Morn				
	⊙ 3,483	.28	.14 B	7-13 -280
‡ For complete local data and merchandising co-operation ask Carpenter-Scheerer Co., Chicago, New York.				

⊙ Government statement—See page 5. * Gross circulation. ⊙ Net circulation. □ Can use matrices. ‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

INDIANA—Continued.

Huntington—Continued.

Weekly Publications.

Christian Conservator..United Breth..Wed.....	1.25		3-15 -164
Min. rate 1 p. wkly. 1 mo. \$11.50 insertion.			
Farmer's Guide..Agrl..Sat.....	5.60	5.60 F	4-13 -196
Our Sunday Visitor☐..Cath..Su.....	14.00	14.00 F	7-13 -295

Indianapolis (E 5)—Pop. 233,650.

Daily Newspapers.

Commercial..Finan, Coml & Legal..Morn ex Su..	.56	.28 L	6-13 -280
Live Stock Journal☐..Live Stock..Eve ex Su..	.70	.21 G	6-13 -280
News☐..Ind..Eve ex Su.....	1.68	1.68 F	8-13 -305
Star☐..Prog..Morn ex Su.....	1.40	1.40 F	7-13 -300
Su Morn	1.40	1.40 F	7-13 -300
{ Telegraph & Tribune (Ger)☐..Ind-Dem			
Eve ex Su.....	.70	.42 L	7-13 -294
{ Spottvogel (Ger)☐..Ind-Dem..Su Morn.....	.70	.42 L	7-13 -294
Times☐..Ind..Eve ex Su.....	.84	.84 F	7-13 -297

(Name changed from Sun July 20, 1914.)

‡ 60,000 circulation daily at 6c a line. Rate and circulation considered, it is the best buy in Indianapolis.

John M. Branham Company, Special Representative.

Mallers Building, Chicago; Brunswick Building, New York; Chemical Building, St. Louis.

Weekly Publications.

Catholic Columbian-Record..Cath..Fri84	.67 I	7-13 -290
‡ Jacobs & Co., Clinton, S. C., guarantee 8,400 circulation.			
Indiana Catholic..Cath..Fri.....	1.22	.97‡I	7-13 -276
‡ Jacobs & Co., Clinton, S. C., guarantee 12,219 circulation.			
Indiana Farmer..Agrl..Sat.....	3.50	3.50 F	4-13 -196
Indianapolis Trade Journal☐..Coml..Sat.....	.30	.30 F	6-13½-273
Jersey Bulletin & Dairy World..Dairy..Wed..	3.50	.70 L	3-14 -140
United Mine Workers' Journal..Labor..Thur...	1.50	1.50 F	6-13 -276
Western Horseman..Sporting..Wed.....	2.50		4-13 -182

Min. rate 1 p. wkly. 1 yr. \$19.23 insertion.

Monthly Publications.

Associated Advertising..Advtg..M.....			2-16 -112
¼ p. 1 tl. \$12.00. Min. rate 1 p. 1 yr. \$36.00 insertion.			
Bricklayer, Mason & Plasterer..Labor..M.....	5.60		2-22 -143
Min. rate 1 p. mo. 1 yr. \$82.80 insertion.			
Bridgeman's Magazine..Labor..M.....	2.80		2-15 -112
Min. rate 1 p. mo. 1 yr. \$27.00 insertion.			
Carpenter..Labor..M	1.50		2-14 -112
Min. rate ¼ p. 1 tl. \$25.00.			
Chronicle..Frat..M	3.50	3.50 F	3-13½-140
Clay Worker..Trade..M.....	2.50		3-13½-140
Min. rate 1 p. mo. 1 yr. \$41.67 insertion.			
Educator-Journal..Educ..M	1.80		2-15 -105
Min. rate 1 p. 6 mos. \$20.00 insertion.			
Hoosier Motorist..Motoring..S-M	1.00		2-13½-119
Min. rate 1 p. 26 tl. \$12.00 insertion.			
Inland Poultry Journal..Poultry..M.....	4.00		3-13 -140
Min. rate 1 p. mo. 1 yr. \$61.50 insertion.			
Journeyman Barber..Labor..M	3.92		2-15 -112
Min. rate 1 p. 1 tl. \$40.00.			
Locomotive Firemen & Enginemen's Magazine			
Frat..M			
(See Columbus, O.)			
Municipal Engineering..Municipal Eng..M.....			2-16 -112
¼ p. 1 tl. \$15.00. Min. rate 1 p. mo. 1 yr. \$50.00 insn.			
Stenotypist..Business..M	2.50		2-16 -112
Min. rate 1 p. mo. 1 yr. \$27.00 insertion.			

‡ Government statement—See page 5. *Gross circulation. ©Net circulation. ☐ Can use matrices. ‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

INDIANA—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Indianapolis—Continued.				
Monthly Publications.				
Swine Breeders' Journal..Swine..S-M.....	_____			3-14 -140
2 inches 1 mo. \$10.00. Min. rate 1 p. a-mo. 1 yr. \$26.04 insertion.				
Typographical Journal..Labor..M	_____			2-14 -105
Up-to-Date Farming..Agrl..S-M	© 201,666	10.50		4-13½-175
Min. rate 1 p. 1 tl. \$400.00.				
‡ UTDF, only paper teaching how to grow larger, better crops, how to sell for most money. It makes farmers prosperous.				
Wood Worker..Mech..M	* 10,025			2-21 -140
1-16 p. 3 mos. \$13.00. Min. rate 1 p. mo. 1 yr. \$41.67 insertion.				
Jeffersonville (F 8)—Pop. 10,412.				
Daily Newspapers.				
News..Dem..Eve ex Su.....	_____	.20	.20 F	7-13 -294
Star..Rep..Eve ex Su.....	© 1,504	.24	.19 N	7-13 -294
Weekly Publications.				
Republican..Rep..Thur	© 2,602			7-13 -294
Kendallville (G 1½)—Pop. 4,981.				
Daily Newspapers.				
News-Sun..Ind..Eve ex Su.....	© 1,900	.15	.06 N	7-13 -280
Kokomo (E 3½)—Pop. 17,010.				
Daily Newspapers.				
Dispatch□..Dem..Morn & Su ex Mon.....	© 4,077	.25	.15 B	7-13 -300
Tribune□..Rep..Eve ex Su.....	\$ 5,728	.15	.15 F	7-13 -294
Lafayette (D 4)—Pop. 20,081.				
Daily Newspapers.				
Courier□..Prog..Eve ex Su.....	\$ 5,468	.16	.16 F	7-13 -280
‡ Biggest city circulation by nearly 50%. Only evening paper. Full coöperation with agencies or advertisers.				
Journal□..Rep..Morn ex Su.....	© 9,563	.21	.21 F	7-13 -308
‡ The Lafayette Journal blankets a territory of 125,000 population, the heart of a rich farming district.				
Monthly Publications.				
Painter & Decorator..Trade..M.....	_____	10.00		2-15 -112
Min. rate 1 p. mo. 1 yr. \$50.00 insertion.				
Laporte (D 1)—Pop. 10,525.				
Daily Newspapers.				
Argus-Bulletin..Dem..Morn & Eve ex Su.....	\$ 2,240	.08	.08 F	7-13 -287
Herald□..Rep..Eve ex Su.....	\$ 2,861	.20	.08 I	7-13 -304
Lebanon (E 4½)—Pop. 5,474.				
Daily Newspapers.				
Reporter..Ind..Eve ex Su.....	\$ 1,450	.09	.09 F	7-13 -308
Weekly Publications.				
Pioneer..Dem..Thur	© 2,550	.15	.10 B	6-13 -276
Linton (C 6½)—Pop. 5,906.				
Daily Newspapers.				
Citizen..Dem..Eve ex Su.....	_____	.12	.12 F	7-13 -301
Logansport (E 3)—Pop. 19,050.				
Daily Newspapers.				
Journal-Tribune□..Rep..Morn ex Mon.....	* 6,190	.15	.15 F	7-13 -276
‡ The Journal-Tribune is the dominating factor in Logansport.				
Pharos Reporter□..Dem..Eve ex Su.....	© 4,842	.25	.15 B	7-13 -297
‡ The Pharos-Reporter is the only evening paper in a city of 20,000. Circulates in 75 per cent of the homes.				

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
average circulation for six months ending September 30, 1914, unless otherwise noted.

INDIANA—Continued.

INDIANA—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Madison (G 7)—Pop. 6,934.				
Daily Newspapers.				
Courier☐..Rep..Eve ex Su.....	© 2,131	.10	.10 F	7-13 -280
Democrat..Ind-Prog..Eve ex Su.....	\$ 1,175	.25	.05 A	7-13 -280
Herald..Dem..Eve ex Su.....	© 1,245	.06	.06 F	7-13 -280
Marion (F 3½)—Pop. 19,359.				
Daily Newspapers.				
Chronicle☐..Rep..Eve ex Su.....	© 7,504	.20	.20 F	7-13 -308
‡ The Chronicle is the only evening home delivered newspaper in Marion and Grant County. Concentrated circulation of greatest purchasing power. Member A. B. C.				
Leader-Tribune☐..Dem..Morn ex Mon.....	\$ 3,875	.20	.20 F	7-13 -297
Su Morn20	.20 F	7-13 -297
Monthly Publications.				
Teachers' Journal..Educ..M	——	1.40		2-14 - 98
Min. rate 1 p. 1 tl. \$16.00.				
Martinsville (E 6)—Pop. 4,529.				
Daily Newspapers.				
Reporter..Rep..Eve ex Su.....	© 1,275	.15	.06 N	6-13 -280
Michigan City (D 1)—Pop. 19,027.				
Daily Newspapers.				
Dispatch..Dem..Eve ex Su.....	© 1,967	.15	.06 N	7-13 -280
News..Rep..Eve ex Su.....	\$ 3,154	.08	.08 F	7-13 -276
Mishawaka (E 1)—Pop. 11,886.				
Monthly Publications.				
Dodge Idea☐...Engineering..M	© 29,500			3-17 -160
1-16 p. 1 tl. \$12.00. Min. rate 1 p. mo. 1 yr. \$100.00 insm.				
Monticello (C 5)—Pop. 2,168.				
Daily Newspapers.				
Journal..Ind..Eve ex Su.....	© 550	.08	.04½P	6-13 -276
Montpelier (F 5)—Pop. 2,786.				
Daily Newspapers.				
Herald..Local..Eve ex Su.....	© 863	.06	.06 F	7-13 -276
Mt. Vernon (B 9)—Pop. 5,563.				
Daily Newspapers.				
Democrat..Dem..Morn ex Su.....	——	.08	.08 F	7-13 -280
Sun..Ind..Eve ex Su.....	——	.10	.10 F	7-13 -294
Muncie (G 4)—Pop. 24,005.				
Daily Newspapers.				
Press☐...Ind..Eve ex Su.....	© 9,948	.21	.21 F	7-13 -301
‡ The Press is the only Evening paper. In an Evening Only Field.				
Star☐...Prog..Morn ex Su.....	\$ 21,099	.56	.56 F	7-13 -280
Su Morn	\$ 13,469	.56	.56 F	7-13 -280
Weekly Publications.				
Indiana State Journal..Rep..Thur.....	——	.84	.84 F	7-13 -301
Observer..Rep..Sat	——	.28	.28 F	4-13 -196
Monthly Publications.				
Religious World..M	© 10,000	1.68	1.68 F	

§ Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices. ‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

INDIANA—Continued.				1 time rate per inch	Minimum rate per inch	Number of columns, width and length
New Albany (F 8)—Pop. 20,629.						
<i>Daily Newspapers.</i>						
Ledger..Dem..Eve ex Su.....	—			.12	.10 I	8-13 -308
Tribune..Ind..Eve ex Su.....	—			.08	.08 F	8-13 -308
New Castle (G 5)—Pop. 9,446.						
<i>Daily Newspapers.</i>						
Courier..Rep..Eve ex Su.....	©	2,100		.12		7-13 -294
Min. on space used daily .10 inch.						
Times..Dem..Eve ex Su.....	—			.10	.10 F	6-13 -280
Noblesville (E 4½)—Pop. 5,073.						
<i>Daily Newspapers.</i>						
Ledger..Rep..Eve ex Su.....	\$	2,540		.10	.10 F	7-13 -280
<i>Weekly Publications.</i>						
Ledger..Rep..Tu & Fri.....	©	1,000		.15	.10 N	7-13 -280
Notre Dame (E 1)—Pop. 596.						
<i>Weekly Publications.</i>						
Ave Maria□..Cath..Sat	©	27,232		2.80	2.10 O	2-16 -116
Owensville (B 8)—Pop. 1,237.						
<i>Weekly Publications.</i>						
General Baptist Messenger..Bap..Thur.....	—			.25	.20 I	4-13 -182
† Jacobs & Co., Clinton, S. C., guarantee 2,539 circulation.						
Peru (E 3)—Pop. 10,910.						
<i>Daily Newspapers.</i>						
Chronicle..Ind..Eve ex Su.....	—			.15	.10 A	6-13 -276
Journal□..Ind-Dem..Morn & Eve ex Su.....	\$	4,850		.12	.12 F	7-13 -280
<i>Weekly Publications.</i>						
Republican..Rep..Fri	©	2,300		.10	.08 B	6-13 -276
Plymouth (E 2)—Pop. 3,838.						
<i>Daily Newspapers.</i>						
Democrat..Dem..Eve ex Su.....	—			.10	.10 F	7-13 -308
Republican..Rep..Eve ex Su.....	—			.10		7-13 -304
Min. rate 5 or more insertions .05 inch.						
Portland (H 4)—Pop. 5,130.						
<i>Daily Newspapers.</i>						
Commercial Review□..Rep..Morn & Eve ex Sun	\$	2,207		.14	.14 F	6-13 -280
Sun..Dem..Morn & Eve ex Su.....	—			.10	.10 F	7-13 -308
Princeton (B 8)—Pop. 6,448.						
<i>Daily Newspapers.</i>						
Clarion-News..Rep..Eve ex Su.....	\$	1,904		.15	.11 N	7-13 -308
Democrat..Dem..Eve ex Su.....	©	1,876		.10	.10 F	6-13 -280
<i>Weekly Publications.</i>						
Clarion-News..Rep..Thur	©	2,783		.15	.11 N	6-13 -280
Democrat..Dem..Wed & Sat.....	©	2,784		.10	.10 F	6-13 -280
Rensselaer (C 2½)—Pop. 2,393.						
<i>Daily Newspapers.</i>						
Republican..Rep..Eve ex Su.....	©	500		.07½	.07½ F	6-13 -276
<i>Weekly Publications.</i>						
Republican..Rep..Tu & Fri.....	©	2,120		.12½	.12½ F	6-13 -276

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
† Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
average circulation for six months ending September 30, 1914, unless otherwise noted.

INDIANA—Continued.

Richmond (H 5)—Pop. 22,324.

Daily Newspapers.

	1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Item□...Ind..Eve ex Su.....\$ 5,541	.15	.15 F	7-13 -308

†The Item, under the new management of F. S. Dodd, feels warranted in guaranteeing the advertiser 6,000 paid circulation for the year 1915.

Palladium□...Ind-Prog..Eve ex Su.....\$ 8,108	.19	.19 F	7-13 -301
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†Use the Palladium, reaching 90% of the homes in buying radius. Write for booklet on Richmond & Palladium Circulation.

Weekly Publications.

American Friend□...Friends..Thur*	5,100		3-13½-135
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Rochester (E 2½)—Pop. 3,364.

Daily Newspapers.

Republican..Rep..Eve ex Su.....	.05	.02 A	7-13 -280
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Sentinel..Dem..Eve ex Su.....\$ 1,098	.07	.07 F	7-13 -280
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Weekly Publications.

Sentinel..Dem..Fri© 2,000	.09	.09 F	7-13 -280
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Bushville (G 5)—Pop. 4,925.

Daily Newspapers.

Jacksonian..Dem..Eve ex Su.....	.04	.04 F	6-13 -276
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Republican..Rep..Eve ex Su.....© 1,730	.06	.06 F	6-13 -280
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Seymour (F 5½)—Pop. 6,305.

Daily Newspapers.

Democrat..Dem..Eve ex Su.....	.05	.05 F	6-13 -273
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Republican..Rep..Eve ex Su.....© 1,320	.10	.05 B	6-13 -280
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Weekly Publications.

Baptist Observer..Bap..Thur.....© 2,587	.50		3-15 -147
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Min. rate 1 inch 6 tl. .30 inch.

Republican..Rep..Thur© 2,005	.15	.10 B	6-13 -280
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Shelbyville (F 5½)—Pop. 9,500.

Daily Newspapers.

Democrat..Dem..Eve ex Su.....\$ 2,142	.15	.07 N	7-13 -280
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News..Ind..Morn ex Su.....\$ 1,148	.09	.09 F	7-13 -276
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Republican..Rep..Eve ex Su.....	.10	.05 I	7-13 -276
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South Bend (E 1)—Pop. 53,684.

Daily Newspapers.

News-Times□...Dem..Morn & Eve ex Su.....	.35	.35 F	7-13 -280
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Su Morn35	.35 F	7-13 -280
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Tribune□...Ind-Rep..Eve ex Su.....© 12,251	.28	.28 F	7-13 -301
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Weekly Publications.

Goniec Polski (Pol)..Ind..Wed & Sat.....*	3,500	.50	7-13 -304
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Monthly Publications.

Eagle Magazine..Frat..M© 361,666	17.50		3-13 -140
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Min. rate 1 p. 1 tl. \$800.00.

Owl□...Order of Owls..M.....*	7,246		1-24 - 80
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Spencer (D 6)—Pop. 2,150.

Monthly Publications.

Farm Life & Agricultural Epitomist..Agrl..M.© 354,181	21.00		4-13 -189
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Min. rate 1 p. 1 tl. \$750.00.

Vegetable Grower..Gardening..M*	140,000	7.00	4-13 -189
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Min. rate 1 p. 1 tl. \$300.00.

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

INDIANA—Continued.

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Sullivan (C 6)—Pop. 4,115.				
<i>Daily Newspapers.</i>				
Times..Dem..Eve ex Su.....*	1,500	.08	.08 F	7-13 -280
Terre Haute (C 5½)—Pop. 58,157.				
<i>Daily Newspapers.</i>				
Post□..Ind..Eve ex Su.....\$	9,387	.28	.21 G	7-12 -276
Star□..Ind..Morn ex Su.....©	22,969	.42	.42 F	7-13 -280
Su Morn	17,345	.42	.42 F	7-13 -280
Tribune□..Ind..Eve ex Su.....©	17,169	.42	.42 F	7-13 -280
Su Morn	15,305	.42	.42 F	7-13 -280
<p>¶ This circulation rating of the Terre Haute Daily and Sunday Tribune is guaranteed by the Charles H. Fuller Company in the sum of \$100, which will be paid to the first advertiser who successfully controverts its accuracy.</p> <p>The advertiser will be permitted to audit circulation books and records, as explained on page 4.</p>				
Tipton (E 4)—Pop. 4,075.				
<i>Daily Newspapers.</i>				
Times..Dem..Eve ex Su.....	—	.10	.10 F	6-13 -272
Tribune..Ind..Eve ex Su.....\$	2,630	.15	.09 A	6-13 -280
Union City (H 4)—Pop. 3,209.				
<i>Daily Newspapers.</i>				
Times..Rep..Morn ex Su.....©	1,684	.08	.08 F	6-13 -276
Valparaiso (C 1½)—Pop. 6,987.				
<i>Daily Newspapers.</i>				
Messenger..Dem..Eve ex Su.....	—	.10	.10 F	8-13 -280
Vidette..Rep..Eve ex Su.....\$	1,120	.05	.05 F	6-13 -276
Vincennes (B 7)—Pop. 14,895.				
<i>Daily Newspapers.</i>				
Capital..Rep..Eve ex Su.....	—	.50	.08 N	7-13 -280
Commercial..Rep..Morn & Su ex Mon.....\$	3,079	.20	.20 F	7-13 -294
Sun..Dem..Eve ex Su.....\$	1,810	.10	.10 F	7-13 -294
<i>Weekly Publications.</i>				
Western Sun..Dem..Fri	\$ 2,050	.10	.10 F	7-13 -280
Wabash (F 3)—Pop. 8,687.				
<i>Daily Newspapers.</i>				
Plain Dealer..Rep..Eve ex Su.....\$	2,385	.07	.07 F	7-13 -280
Times-Star..Ind..Dem..Eve ex Su.....\$	2,382	.08	.08 F	7-13 -280
Warsaw (F 2)—Pop. 4,430.				
<i>Daily Newspapers.</i>				
Times..Rep..Eve ex Su.....\$	2,350	.15	.08 N	7-13 -304
Union..Dem..Morn ex Mon.....\$	2,505	.12½	.12½ F	7-13 -280
Washington (C 7)—Pop. 7,854.				
<i>Daily Newspapers.</i>				
Democrat..Dem..Eve ex Su.....\$	1,200	.10	.10 F	6-13 -280
Herald..Rep..Eve ex Su.....\$	1,733	.07	.07 F	7-13 -280
Whiting (B 1)—Pop. 6,587.				
<i>Monthly Publications.</i>				
Suburban□..Labor..M	© 4,900			4-13 -168

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

IOWA—Pop. 2,224,771.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Albia (H 6)—Pop. 4,906.				
<i>Weekly Publications.</i>				
News..Dem..Thur	© 3,150	.15	.10 N	7-13 -308
Republican..Rep..Thur	© 2,500	.15	.10 I	7-13 -308
Alton (B 2½)—Pop. 1,046.				
<i>Weekly Publications.</i>				
Democrat..Dem..Sat	© 2,375	.10	.10 F	7-13 -280
Ames (F 4½)—Pop. 4,223.				
<i>Weekly Publications.</i>				
Times..Rep..Mon, Wed & Fri.....	© 1,800			6-13 -280
<i>Monthly Publications.</i>				
Iowa Agriculturist..Agrl..M.....	* 3,500	2.00		2-16 - 57
Min. rate 1 p. mo. 1 yr. \$10.42 insertion.				
Anamosa (L 4)—Pop. 2,983.				
<i>Weekly Publications.</i>				
Journal..Dem..Thur	© 2,900	.12½	.12½ F	7-13 -308
Atlantic (D 6)—Pop. 4,560.				
<i>Daily Newspapers.</i>				
News-Telegraph..Ind-Rep..Eve ex Su.....	\$ 3,150	.17½	.17½ F	6-13 -276
Boone (F 4½)—Pop. 10,347.				
<i>Daily Newspapers.</i>				
News-Republican..Rep..Eve ex Su.....	\$ 2,883	.25	.12 B	7-13 -287
<i>Weekly Publications.</i>				
News-Republican..Rep..Thur	* 1,500	.25	.15 B	7-13 -287
Burlington (L 7)—Pop. 24,324.				
<i>Daily Newspapers.</i>				
Gazette☐..Dem..Eve ex Su.....	© 7,203	.50	.20 N	7-13 -290
‡ Gazette carries nearly twice the local advertising and double city circulation of any other paper in Burlington.				
Hawk-Eye☐..Rep..Morn ex Su & Mon.....	© 9,169	.35	.25½ G	7-13 -297
Su Morn	© 10,550	.35	.25½ G	7-13 -297
‡ The Hawk-Eye reaches 80% of homes in Burlington and 92% of homes in this shopping territory. The very cream of the buying public who have money to buy with. Member A. B. C.				
Volksfreund Tribune (Ger)..Ind-Dem				
Eve ex Su	—	.10	.10 F	6-13 -276
<i>Weekly Publications.</i>				
Saturday Evening Post☐..Ind..Sat.....	© 3,910	.40	.25 B	6-13 -276
Cedar Falls (J 3½)—Pop. 5,012.				
<i>Daily Newspapers.</i>				
Record..Rep..Eve ex Su.....	© 1,390	.15	.07 D	7-13 -276
<i>Weekly Publications.</i>				
Dannevirke (Danish)..Ind..Wed.....	© 2,850	.25	.25 F	6-13 -280

‡ Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

IOWA

Cities and Towns of—	No.	Pop.
50,000 inhabitants or over.....	1	84,868
25,000 to 50,000 inhabitants.....	7	243,723
10,000 to 25,000 inhabitants.....	9	137,107
5,000 to 10,000 inhabitants.....	9	59,402
2,500 to 5,000 inhabitants....	43	153,454

IOWA

	No.	Pop.
Urban territory.....	...	680,054
Rural territory.....	...	1,544,717
Cities and towns of less than 2,500 inhabitants.....	768	438,715
Other rural territory.....	...	1,106,002
Total number of dwellings in state.....	...	498,943
Total number of families in state.....	...	512,515

IOWA—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Cedar Rapids (K 4½)—Pop. 32,811.				
<i>Daily Newspapers.</i>				
Gazette☐..Ind..Eve ex Su.....	⊙ 12,501	.33	.28 B	7-13 -294
{ Times☐..Rep..Eve ex Sat & Su.....	⊙ 16,844	.42	.28 N	7-13 -304
Morn ex Su & Mon.....				7-13 -304
{ Republican☐..Rep..Su Morn	⊙ 15,550	.42	.28 N	7-13 -304
<i>Weekly Publications.</i>				
Iowa Staats Zeitung (Ger)..Ind..Fri.....	—	.25	.25 F	6-13 -280
<i>Monthly Publications.</i>				
{ Kvinden og Hjemmet (Norw-Dan)☐..Fam.M } * 60,000		3.50	3.50 F	3-13 -140
{ Qvinnan och Hemmet (Swed)☐..Fam..M.. }				
{ The largest Scandinavian Woman's Magazine in the United States and covers the Scandinavian field as no other magazine. It is the gateway to thousands of homes, which no other advertising medium reaches, as they read this magazine exclusively. Reaches the women who believe in it and who are the family buyers.				
Modern Brotherhood..Frat..M	⊙ 140,000	4.20	4.20 F	4-13 -165
Railway Conductor☐..Frat..M	⊙ 49,838	9.00		2-14 -112
Min. rate 1 p. mo. 1 yr. \$30.00 insertion.				
Russel's Railway Guide..R R Guide..M.....	—	2.00		1-24 -112
Min. rate 1 p. 1 tl. \$14.00.				
Western Poultry Journal..Poultry..M.....	—	3.50		3-13 -140
Min. rate 1 inch mo. 1 yr. \$2.50 insertion.				
Centerville (H 7)—Pop. 6,936.				
<i>Daily Newspapers.</i>				
Citizen..Ind-Rep..Eve ex Su.....	\$ 1,800	.10	.07½N	7-13 -297
<i>Weekly Publications.</i>				
Iowegian..Rep..Tu & Fri.....	\$ 4,426	.15	.15 F	7-13 -280
Chariton (G 6½)—Pop. 3,794.				
<i>Weekly Publications.</i>				
Leader..Dem..Thur	⊙ 2,780	.12½	.12½F	7-13 -304
Charles City (H 2½)—Pop. 5,892.				
<i>Daily Newspapers.</i>				
Intelligencer..Rep..Eve ex Su.....	* 2,150	.07½	.07½F	7-13 -280
Press..Rep..Eve ex Su.....	—	.07	.07 F	7-13 -304
Clinton (N 5)—Pop. 25,577.				
<i>Daily Newspapers.</i>				
Advertiser☐..Dem..Eve ex Su.....	\$ 9,507	.28	.28 F	7-13 -287
{ Clinton has over 100 factories with an output of \$21,000,000 annually—a pay-roll monthly of \$200,000, and bank deposits of \$12,000,000. The Advertiser largest and strongest newspaper in Clinton county. Member of A. B. C.				
Herald☐..Rep..Eve ex Su.....	\$ 7,524	.20	.20 F	7-13 -276
<i>Weekly Publications.</i>				
Merry War..Rep..Fri	* 3,250	.25	.12 G	4-13 -189
Council Bluffs (B 6)—Pop. 29,292.				
<i>Daily Newspapers.</i>				
Nonpareil☐..Rep..Morn & Eve ex Su.....	⊙ 16,299	.84	.35 I	7-13 -306
Su Morn	⊙ 15,847	.84	.35 I	7-13 -306
<i>Weekly Publications.</i>				
Freie Presse (Ger)..Ind..Fri.....	—	.28	.23 N	7-13 -304
Creston (E 6½)—Pop. 6,924.				
<i>Daily Newspapers.</i>				
Advertiser Gazette..Rep..Eve ex Su.....	⊙ 2,275	.10	.07½N	6-13 -280
American..Dem..Morn ex Mon.....	—	.10	.10 F	6-13 -280

* Government statement—See page 5. * Gross circulation. ⊙ Net circulation. ☐ Can use matrices. { Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

IOWA—Continued.

Davenport (M 5½)—Pop. 43,028.

Daily Newspapers.

	1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Democrat & Leader □ ..Ind-Dem			
Eve ex Sat & Su.....	.56	.56 F	7-13 -280
Su Morn56	.56 F	7-13 -280

¶ In Davenport, Iowa, it's the Democrat and Leader.

Advertisers are now guaranteed more than twenty-four thousand circulation daily, making this a part of your contract. Up to the minute in news, always reliable, the standing of the Democrat and Leader in Davenport, Iowa, is unquestioned. Special co-operation in the interests of advertisers and its selling force is proven by last year's record, showing that ten per cent more advertising was carried in the Democrat and Leader than its nearest competitor.

Demokrat (Ger) ..Dem..Morn ex Mon.....	.50	.20 N	7-13 -280
Times □ ..Rep..Eve ex Su.....	.49	.49 F	7-13 -280

Weekly Publications.

Catholic Messenger ..Cath..Thur.....	.40	.25 N	7-13 -280
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Decorah (K 2)—Pop. 3,592.

Weekly Publications.

Evangelisk Luthersk Kirketidende (Norw)			
Luth..Wed	1.00		1-24 - 98
Min. rate 1 inch wkly. 1 yr. .77 inch.			
Posten (Norw) □ ..Ind..Tu & Fri.....	1.50	1.50 F	7-13 -300
Public Opinion ..Rep..Wed18	.15 N	6-13 -280

Denison (C 5)—Pop. 3,133.

Weekly Publications.

Review ..Rep..Wed	3,500		7-13 -280
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Des Moines (F 5)—Pop. 86,368.

Daily Newspapers.

Capital □ ..Rep..Eve ex Su.....	.84	.84 F	7-13 -305
News □ ..Ind..Eve ex Sat & Su.....	.84	.70 G	8-13 -280
Sat Eve84	.70 G	8-13 -280
Su Morn84	.70 G	8-13 -280
Record ..Legal..Morn ex Su.....	.793		5-13 -266
{ Register & Leader □ ..Ind-Rep..Morn ex Su }	64,994	1.12 F	7-13 -305
{ Tribune □ ..Ind-Rep..Eve ex Su..... }			7-13 -305
{ Register & Leader □ ..Ind-Rep..Su Morn.... }	45,471	1.12 F	7-13 -305

Weekly Publications.

Iowa Homestead ..Agri..Thur	141,692	8.40 F	4-13 -187
National Democrat ..Dem..Thur	5,200	.50	7-13 -304
Min rate 1 inch wkly. 1 yr. \$12.00.			
Posten (Swed) ..Ind-Rep..Fri60	.40 G	7-13 -294
Spirit of the West ..Turf..Wed.....	1.00	.50 B	4-13 -182
Staats-Anzeiger (Ger) □ ..Ind..Fri	5,545	.30	7-13 -280
Times □ ..Ind..Su	7,000	.70	7-13 -301

(First issue in July, 1914.)

(Circulation rating is average for December, 1914, only.)

Min. rate 1 p. 1 tl. \$84.84.

¶ Des Moines Sunday Times has received a cordial welcome from the people of Prosperous Iowa—"The Land of Milk and Honey"—and it goes to those who not only want, but are able to purchase the best the market affords. The fact that our subscribers write letters to the editor regarding the various news and editorial features, while their wives send in for patterns and information regarding fashions, shows that we have "The Greatest Home Newspaper of Iowa." We guarantee that our average Sunday circulation in 1915 will be 10,000 copies. Circulation proved by post office receipts.

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
 ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

IOWA—Continued.

Des Moines—Continued.

Weekly Publications.

Wallace's Farmer..Agrl..Fri	© 63,394	5.60	5.60 F	4-13 -189
Western World..Cath..Sat	—	.56	.42 I	7-13 -304

Monthly Publications.

Children's Home Herald..Philan..Bi-M.....	© 16,000			2-16 -115
½ col. 1 tl. \$4.00. Min. rate 1 p. 1 tl. \$13.00.				
Christian Worker□..Religious..M	© 2,250	.50	.50 F	4-13½-182
Iowa Farmer..Agrl..S-M	© 64,789	4.20		4-13 -185
Min. rate 1 p. 1 tl. \$200.00.				
Loyal Workman..Frat..M	—			2-18 -112
¼ p. 1 tl. \$3.75. Min. rate 1 p. mo. 1 yr. \$8.33 insm.				
Merchants' Trade Journal..Trade..M.....	© 56,872	5.00		3-15 -149
Min. rate 1 p. mo. 1 yr. \$120.00 insertion.				
Midwestern..Lit..M	© 32,000	4.00		4-13 -168
Min. rate ¼ p. mo. 1 yr. \$45.00 insertion.				
People's Popular Monthly..Family..M.....	—	42.00		4-13½-190
Min. rate 1 p. \$1,824.00.				
Producer & Consumer..Agrl..M.....	—	4.20	3.50 A	4-13½-184
Road Maker..Good Roads..M.....	—	2.80		4-13½-168
Min. rate 1 p. 1 tl. \$107.52.				
Successful Farming□..Agrl..M	© 790,300	49.00	49.00 F	3-13 -150
¶ These circulation figures cover September, 1914, to January, 1915, inclusive, being the first five months under our present advertising rate.				
Yeoman Shield..Frat..M	—	8.40	8.40 F	4-13 -185

Dubuque (M 3½)—Pop. 38,494.

Daily Newspapers.

Telegraph-Herald□..Ind-Dem..Morn ex Su } & Mon	© 11,799	.44	.28 B	7-13 -280
Eve ex Sat & Su.....				
Su Morn	© 11,509	.44	.28 B	7-13 -280
¶ This circulation rating of the Dubuque Telegraph-Herald is hereby guaranteed by the Charles H. Fuller Company in the sum of \$100. Plan of guarantee and permission to audit explained on page 4. Member A. B. C.				
Times-Journal□..Rep..Morn ex Su & Mon.. } Eve ex Su.....	© 11,878	.50	.35 G	7-13 -280
Su Morn	© 13,864	.50	.35 G	7-13 -280

¶ This circulation rating of The Dubuque Daily and Sunday Times-Journal is hereby guaranteed by the Charles H. Fuller Company in the sum of \$100, which will be paid to the first advertiser who successfully controverts its accuracy. Plan of guarantee and permission to audit explained on page 4.

Weekly Publications.

Catholic Tribune..Cath..Thur	© 31,641	1.15	.75 L	7-13 -273
Katholischer Westen (Ger)..Cath..Thur.....	© 6,118	.70	.50 L	7-13 -273
Labor Leader□..Labor..Fri	© 3,350			7-13 -280
Luxemburger Gazette (Ger)..Cath..Tu.....	© 2,083	.50	.30 L	7-13 -273
Telegraph-Herald□..Ind-Dem..Tu & Fri.....*	9,436	.50	.50 F	7-13 -280

Monthly Publications.

Iowa Farmer..Agrl..M	—	.98	.98 F	4-13 -182
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Estherville (D 2)—Pop. 3,404.

Weekly Publications.

Opera House Reporter..Theatrical..Thur.....*	5,000	.50		4-13 -168
Min. rate 1-3 p. 1 tl. \$8.00.				

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

IOWA—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Fairfield (K 6½)—Pop. 4,970.				
Daily Newspapers.				
Journal..Rep..Eve ex Su.....	\$ 1,048	.12		6-13 -280
Min. rate 1 inch daily 6 mos. .08 inch.				
Weekly Publications.				
Tribune..Dem..Fri	© 1,600			7-13 -280
Ft. Dodge (E 3½)—Pop. 15,543.				
Daily Newspapers.				
Chronicle□..Ind-Dem..Eve ex Su.....	© 2,342	.15	.12½G	7-13 -280
Messenger□..Rep..Eve ex Su.....	© 6,539	.20	.20 F	7-13 -308
Ft. Madison (L 7)—Pop. 8,900.				
Daily Newspapers.				
Democrat□..Ind-Dem..Eve ex Su.....	© 2,748	.20	.12 D	7-13 -280
(Cir. rating is average for 12 mos. ending Dec. 1, 1914.)				
Gem City□..Rep..Eve ex Su.....	\$ 1,678	.12	.07 I	7-13 -276
Weekly Publications.				
Democrat□..Ind-Dem..Wed	© 2,209	.25	.17 D	7-13 -280
(Cir. rating is average for 12 mos. ending Dec. 1, 1914.)				
Gem City□..Rep..Fri	© 1,584	.08	.08 F	7-13 -280
Grinnell (H 5)—Pop. 5,036.				
Weekly Publications.				
Herald..Rep..Tu & Fri.....	© 2,100	.12½	.12½F	8-13 -308
Iowa City (K 5)—Pop. 10,091.				
Daily Newspapers.				
Citizen..Rep..Eve ex Su.....	\$ 3,319	.10	.10 F	7-13 -280
Press..Dem..Eve ex Su.....	\$ 3,064	.08	.08 F	7-13 -276
Republican..Rep..Eve ex Su.....	\$ 3,064	.10	.10 F	7-13 -280
Keokuk (L 8)—Pop. 14,008.				
Daily Newspapers.				
Constitution Democrat..Dem..Eve ex Su.....	© 4,237	.20	.14 E	7-13 -283
Gate City□..Rep..Eve ex Sat & Su.....	\$ 6,054	.25	.15 I	7-13 -276
Su Morn				
Knoxville (G 6)—Pop. 3,190.				
Weekly Publications.				
Express..Dem..Wed	© 2,400	.12	.12 F	7-13 -308
Lamoni (F 7)—Pop. 1,541.				
Weekly Publications.				
Saints' Herald..Latter Day Saints..Wed.....	—	.63	.49 C	3-14 -136
Le Mars (A 3)—Pop. 4,157.				
Weekly Publications.				
Sentinel..Rep..Tu & Fri.....	© 2,688	.15	.15 F	7-13 -304
Maquoketa (M 4)—Pop. 3,570.				
Weekly Publications.				
Sentinel..Dem..Mon, Wed & Fri.....	© 3,250	.25	.17 N	7-13 -280

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
 ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
 are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
 average circulation for six months ending September 30, 1914, unless otherwise noted.

IOWA—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Marshalltown (H 4½)—Pop. 13,374.				
Daily Newspapers.				
Times-Republican□...Rep..Eve ex Su.....	\$ 14,450	.35	.30 B	7-13 -294
Weekly Publications.				
Times-Republican□...Rep..Tu & Fri.....	© 4,000	.20	.20 F	7-13 -294
Monthly Publications.				
American Municipalities..Civic..M	* 5,714			2-18 -126
¼ p. 1 tl. \$9.00. Min. rate 1 p. 1 yr. \$25.00 insertion.				
Mason City (G 2)—Pop. 11,230.				
Daily Newspapers.				
Globe-Gazette□...Rep..Eve ex Su.....	\$ 5,300	.20	.17½N	7-13 -287
Times□...Rep..Eve ex Su.....	© 4,200	.15	.15 F	7-13 -294
Missouri Valley (B 5½)—Pop. 3,187.				
Daily Newspapers.				
Times..Ind..Eve ex Su.....	© 350	.10	.10 F	7-13 -301
Weekly Publications.				
Times..Ind..Thur	© 1,800	.22	.22 F	7-13 -301
Mount Pleasant (L 6)—Pop. 3,874.				
Daily Newspapers.				
News..Rep..Eve ex Su.....	—	.08	.08 F	6-13 -273
Mount Vernon (L 4½)—Pop. 1,532.				
Monthly Publications.				
Fruitman & Gardener..Hort..M.....	—	3.50	3.50 F	3-13 -140
Muscatine (L 6)—Pop. 16,173.				
Daily Newspapers.				
Journal□...Rep..Eve ex Su.....	© 6,317	.21	.21 F	7-13 -280
News Tribune□...Dem..Eve ex Sat & Su....	\$ 4,848	.15	.15 F	7-13 -280
Su Morn				
¶ The News-Tribune is one of Eastern Iowa's leading dailies. At the rate it is Muscatine's best advertising medium.				
Nevada (G 4½)—Pop. 2,138.				
Weekly Publications.				
Journal..Rep..Mon, Wed & Fri.....	© 3,417	.25	.18 A	7-13 -287
Newton (G 5)—Pop. 4,616.				
Daily Newspapers.				
Journal..Ind..Eve ex Su.....	—	.25	.08 P	7-13 -294
News..Rep..Eve ex Su.....	* 2,300	.10	.06½I	6-13 -280
Oelwein (K 3)—Pop. 6,028.				
Daily Newspapers.				
Register..Rep..Eve ex Su.....	\$ 967	.07	.07 F	7-13 -304
Weekly Publications.				
Register..Rep..Wed	© 2,272	.10	.10 F	7-13 -304

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
 ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
 are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
 average circulation for six months ending September 30, 1914, unless otherwise noted.

IOWA—Continued.

Orange City (A 2½)—Pop. 1,374.

Weekly Publications.

Volksvriend (Holland)..Rep..Thur	©	2,988	.30	.10 E	6-13 -273
Vrije Hollander (Holland)..Dem..Wed & Sat..*		2,000	.12½	.10 A	7-13 -308

Oskaloosa (H 6)—Pop. 9,466.

Daily Newspapers.

Herald..Rep..Eve ex Su.....	\$	3,800	.12	.12 F	7-13 -280
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Weekly Publications.

Times..Dem..Fri	©	2,500	.15	.15 F	7-13 -276
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Ottumwa (J 6½)—Pop. 22,012.

Daily Newspapers.

Courier☐..Rep..Eve ex Su.....	©	9,280	.24	.24 F	7-13 -280
Review..Dem..Eve ex Su.....		—	.15	.10 A	6-13 -276

Weekly Publications.

Courier☐..Rep..Tu, Thur & Sat.....	©	2,884	.18	.18 F	7-13 -280
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Perry (E 5)—Pop. 4,620.

Daily Newspapers.

Advertiser..Rep..Morn ex Mon.....	—	—	—	—	6-13 -273
Chief..Rep..Eve ex Su.....	\$	1,650	.15	.15 F	7-13 -304

Shenandoah (C 7)—Pop. 4,976.

Weekly Publications.

Sentinel-Post..Rep..Tu & Fri.....	©	3,000	.15		6-13 -276
Min. rate 1 inch wkly. 1 yr. .12½ inch.					

Sioux City (A 3½)—Pop. 47,828.

Daily Newspapers.

Journal☐..Rep..Morn & Eve ex Su.....	} ©	47,404	.84	.70 C	7-13 -301
Su Morn					

‡ Publisher's report to A. B. C. for quarter ending December 31, 1914, shows a paid circulation of 48,169.

Live Stock Record..Coml..Eve ex Su.....	—	—	.25	.20 G	7-13 -276
News..Ind..Eve ex Su.....	—	—	.42	.42 F	7-13 -280
Tribune☐..Ind..Eve ex Su.....	©	44,886	.84	.70 C	7-13 -294

Weekly Publications.

Farmer & Breeder☐..Agrl..Thur.....	©	64,967	4.20	4.20 F	4-13 -189
(Changed from a weekly to a semi-monthly publication Apr. 1, 1915.)					
Union Advocate☐..Labor..Thur	©	7,200	.40		7-13 -298
Volksfreund (Ger)..Ind..Thur	*	1,621	.25	.15 G	7-13 -304

Story City (F 4)—Pop. 1,387.

Weekly Publications.

Vlaergutten (Norw)..Rep..Thur	©	13,000	.50	.50 F	7-13 -280
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Vinton (J 4)—Pop. 3,336.

Weekly Publications.

Times☐..Dem..Mon, Wed & Fri	©	5,050	.20	.20 F	7-13 -280
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Washington (K 6)—Pop. 4,380.

Daily Newspapers.

Journal..Ind..Eve ex Su.....	\$	1,994	.09	.09 F	7-13 -280
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\$ Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices. ‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

IOWA—Continued.			
Waterloo (J 3½)—Pop. 26,692.			
Daily Newspapers.			
Courier & Reporter☐...Ind-Rep..Eve ex Su....	© 14,229	.49	.35 D 8-13 -280
Times Tribune☐...Ind..Morn ex Su & Mon....	© 6,834	.30	.21 G 7-13 -297
Su Morn	© 7,136	.35	.35 F 7-13 -297
¶ The only morning newspaper published in the best retail city in Iowa. Best buy in Waterloo at rate. G. Logan Payne Co., Representatives, Chicago, New York, Boston.			
Monthly Publications.			
Corn...Agrl...M	© 102,850	5.60	4-13 -182
Min. rate 1 p. 1 tl. \$250.00.			
Creamery Journal...Trade..S-M	© 5,000	1.50	3-15 -140
Min. rate ½ p. 2 tl. in 1 mo. \$12.50 insertion.			
Kimball's Dairy Farmer...Dairying..S-M.....	—	7.00	4-13 -182
Min. rate 1 p. 1 tl. \$300.00.			
Waverly (J 3)—Pop. 3,205.			
Monthly Publications.			
Rhode Island Red Journal...Poultry...M.....	© 10,000		3-13 -140
Webster City (F 3½)—Pop. 5,208.			
Daily Newspapers.			
Freeman Tribune...Rep..Eve ex Su.....	—	.10	.05 A 7-13 -280

§ Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

KANSAS—Pop. 1,690,949.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Abilene (K 5)—Pop. 4,118.				
<i>Daily Newspapers.</i>				
Chronicle..Ind..Eve ex Su.....	\$ 815	.04	.04 F	6-13 -276
Reflector..Rep..Eve ex Su.....	© 840	.10	.08 G	6-13 -280
<i>Weekly Publications.</i>				
Reflector..Rep..Thur	© 2,160	.10	.10 F	6-13 -280
Arkansas City (K 8½)—Pop. 7,508.				
<i>Daily Newspapers.</i>				
News□..Ind..Eve ex Su.....	© 2,085	.15	.07 I	7-13 -280
Traveler..Rep..Eve ex Su.....	\$ 1,812	.12½	.12½ F	7-13 -283
Atchison (O 8½)—Pop. 16,429.				
<i>Daily Newspapers.</i>				
Champion□..Ind..Morn ex Su & Mon.....	\$ 4,221	.20	.14 N	7-13 -294
Su Morn	\$ 4,221	.20	.14 N	7-13 -294
Globe□..Non-Polit..Eve ex Su.....	\$ 6,353	.42	.21 O	7-13 -301
Beloit (H 4)—Pop. 3,082.				
<i>Daily Newspapers.</i>				
Call..Local..Eve ex Su.....	\$ 2,084	.10	.10 F	7-13 -308
Burlington (G 3)—Pop. 2,180.				
<i>Daily Newspapers.</i>				
Republican..Local..Eve ex Su.....	* 520	.05	.05 F	5-13 -252
<i>Weekly Publications.</i>				
Republican..Rep..Mon & Thur.....	* 2,670	.15	.15 F	5-13 -252
Chanute (O 7)—Pop. 9,272.				
<i>Daily Newspapers.</i>				
Tribune & Sun□..Rep..Eve ex Su.....	\$ 2,053	.25	.15 N	7-13 -280
Cherryvale (N 8)—Pop. 4,304.				
<i>Daily Newspapers.</i>				
Republican..Rep..Eve ex Su.....	* 1,200	.08	.08 F	7-13 -276
<i>Weekly Publications.</i>				
Republican..Rep..Thur	* 1,700	.08	.08 F	7-13 -276
Clay Center (K 4)—Pop. 3,438.				
<i>Daily Newspapers.</i>				
Dispatch-Republican..Rep..Eve ex Su.....	—	.10	.10 F	6-13 -280
<i>Weekly Publications.</i>				
Times..Rep..Thur	© 2,885	.12½	.12½ F	7-13 -280
Coffeyville (N 8½)—Pop. 12,687.				
<i>Daily Newspapers.</i>				
Journal□..Rep..Eve ex Su.....	© 2,651	.12	.12 F	7-13 -287
Sun□..Dem..Morn ex Mon.....	\$ 3,150			6-13 -280
<i>Weekly Publications.</i>				
Journal□..Rep..Fri	© 1,524	.12	.12 F	7-13 -287

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

KANSAS.

Cities and Towns of—	No.	Pop.
25,000 inhabitants or more.....	3	178,465
10,000 to 25,000 inhabitants.....	9	125,378
5,000 to 10,000 inhabitants.....	13	97,130
2,500 to 5,000 inhabitants.....	28	92,767
Total urban territory.....	...	493,740

KANSAS

	No.	Pop.
Rural territory.....		1,197,159
Cities of less than 2,500 inhabitants.....	419	273,574
Other rural territory.....		918,585
Total number of dwellings in state.....		385,632
Total number of families in state.....		395,771

KANSAS—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Columbus (H 4)—Pop. 3,064.				
<i>Daily Newspapers.</i>				
Advocate..Rep..Ex Su	—	.04	.04 F	6-13 -280
<i>Weekly Publications.</i>				
Modern Light..Dem..Thur	© 2,850			7-13 -294
Concordia (J 3½)—Pop. 4,415.				
<i>Daily Newspapers.</i>				
Blade..Rep..Eve ex Su.....	\$ 1,525	.10	.10 F	7-13 -308
Kansan..Rep..Eve ex Su.....	—	.06	.06 F	7-13 -280
Dodge City (D 7)—Pop. 3,214.				
<i>Daily Newspapers.</i>				
Globe..Rep..Eve ex Su.....	—	.12½	.12½ F	6-13 -276
El Dorado (L 7)—Pop. 3,129.				
<i>Daily Newspapers.</i>				
Republican..Rep..Eve ex Su.....	\$ 775	.10	.05 I	7-13 -308
Times..Eve ex Su.....	—	.15	.10 A	7-13 -304
Emporia (M 6)—Pop. 9,058.				
<i>Daily Newspapers.</i>				
Gazette..Prog-Rep..Eve ex Su.....	© 3,253	.14	.14 F	7-13 -287
Erie (O 7½)—Pop. 1,300.				
<i>Daily Newspapers.</i>				
Sentinel..Eve ex Su.....	—	.08	.08 F	6-13 -280
Ft. Scott (P 7)—Pop. 10,463.				
<i>Daily Newspapers.</i>				
Republican..Rep..Morn ex Mon.....	\$ 1,050	.10	.10 F	6-13 -276
Tribune-Monitor..Ind..Eve ex Su.....	\$ 2,413	.12	.12 F	7-13 -280
<i>Weekly Publications.</i>				
Tribune-Monitor..Ind..Tu & Fri.....	* 1,564	.12	.12 F	7-13 -280
Fredonia (N 7½)—Pop. 3,040.				
<i>Daily Newspapers.</i>				
Herald..Dem..Eve ex Su.....	© 600	.04	.04 F	6-13 -280
Galena (P 8½)—Pop. 6,096.				
<i>Daily Newspapers.</i>				
Times..Dem..Eve ex Su.....	\$ 980	.10	.09 N	6-13 -280
<i>Weekly Publications.</i>				
Republican..Rep..Thur	\$ 2,800	.15	.15 F	5-13 -252
Garnett (O 6)—Pop. 2,334.				
<i>Daily Newspapers.</i>				
Review..Ind..Eve ex Su.....	* 2,500	.10	.10 F	6-13 -280
Girard (P 7½)—Pop. 2,446.				
<i>Weekly Publications.</i>				
Appeal to Reason..Socl..Sat	* 545,600	16.80	16.80 F	7-13 -275

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
 ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
 are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
 average circulation for six months ending September 30, 1914, unless otherwise noted.

KANSAS—Continued.**Great Bend (G 6)—Pop. 4,622.****Daily Newspapers.**

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Tribune..Ind..Eve ex Su.....	© 1,777	.12	.12 F	7-13 -283

Hillsboro (K 6)—Pop. 1,134.**Weekly Publications.**

Vorwaerts (Ger)..Ind..Fri	© 2,312	.20	.10 I	6-13 -280
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Zionsbote (Ger)..Mennonite..Wed.....	© 2,675	.15	.10 B	4-13 -182
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Monthly Publications.

Lektionsheft (Ger)..Mennonite..Quar	© 2,200	.25	.15 A	2-13 - 98
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Holton (N 3½)—Pop. 2,842.**Weekly Publications.**

Recorder..Ind..Thur	© 3,050	.10	.10 F	6-13 -280
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Hutchinson (J 6½)—Pop. 16,364.**Daily Newspapers.**

Gazette□..Dem..Morn & Su ex Mon.....	© 2,602	.35	.25 N	7-13 -294
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News□..Rep..Eve ex Su.....	\$ 2,711	.40	.25 N	7-13 -287
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Weekly Publications.

Hutchinson Wholesaler□..Trade..Sat	* 2,421	.80		4-13 -168
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Min. rate 1 p. wkly. 1 yr. \$3.00 page.

Independence (N 8)—Pop. 10,480.**Daily Newspapers.**

Free Press..Ind..Morn ex Mon.....	—			5-13 -210
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Reporter..Rep..Eve ex Su.....	\$ 1,243	.12	.12 F	7-13 -287
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Star..Ind..Eve ex Su.....	\$ 2,800	.08	.08 F	7-13 -308
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Iola (O 7)—Pop. 9,032.**Daily Newspapers.**

Register□..Rep..Eve ex Su.....	© 4,375	.14	.14 F	7-13 -280
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Weekly Publications.

Journal..Dem..Thur	© 1,250	.10	.10 F	6-13 -273
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Junction City (L 4½)—Pop. 5,598.**Daily Newspapers.**

Union..Ind..Eve ex Su.....	—	.10	.10 F	7-13 -294
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Kansas City (P 4)—Pop. 82,331.**Daily Newspapers.**

Cricket..Eve ex Sat & Su.....	—			7-13 -294
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Su Morn	—			7-13 -294
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Gazette Globe□..Ind..Eve ex Su.....	\$ 4,500	.30	.30 F	7-13 -301
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Weekly Publications.

Gazette Globe□..Dem..Thur	\$ 54,765	2.80	2.80 F	7-13 -297
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Monthly Publications.

Bollermakers' Journal..Labor..M	© 17,550	3.00		2-15 -112
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Min. rate 1 p. mo. 1 yr. \$20.00 insertion.

Coopers' International Journal..Labor..M.....	—	2.50		2-16 -112
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Min. rate 1 p. 1 ti. \$30.00.

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
 † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
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 average circulation for six months ending September 30, 1914, unless otherwise noted.

KANSAS—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Columbus (H 4)—Pop. 3,064.				
<i>Daily Newspapers.</i>				
Advocate..Rep..Ex Su	—	.04	.04 F	6-13 -280
<i>Weekly Publications.</i>				
Modern Light..Dem..Thur	© 2,850			7-13 -294
Concordia (J 3½)—Pop. 4,415.				
<i>Daily Newspapers.</i>				
Blade..Rep..Eve ex Su.....	\$ 1,525	.10	.10 F	7-13 -303
Kansan..Rep..Eve ex Su.....	—	.06	.06 F	7-13 -280
Dodge City (D 7)—Pop. 3,214.				
<i>Daily Newspapers.</i>				
Globe..Rep..Eve ex Su.....	—	.12½	.12½ F	6-13 -276
El Dorado (L 7)—Pop. 3,129.				
<i>Daily Newspapers.</i>				
Republican..Rep..Eve ex Su.....	\$ 775	.10	.05 I	7-13 -303
Times..Eve ex Su.....	—	.15	.10 A	7-13 -304
Emporia (M 6)—Pop. 9,058.				
<i>Daily Newspapers.</i>				
Gazette..Prog-Rep..Eve ex Su.....	© 3,253	.14	.14 F	7-13 -287
Erie (O 7½)—Pop. 1,300.				
<i>Daily Newspapers.</i>				
Sentinel..Eve ex Su.....	—	.08	.08 F	6-13 -280
Ft. Scott (P 7)—Pop. 10,463.				
<i>Daily Newspapers.</i>				
Republican..Rep..Morn ex Mon.....	\$ 1,050	.10	.10 F	6-13 -276
Tribune-Monitor..Ind..Eve ex Su.....	\$ 2,413	.12	.12 F	7-13 -280
<i>Weekly Publications.</i>				
Tribune-Monitor..Ind..Tu & Fri.....	* 1,564	.12	.12 F	7-13 -280
Fredonia (N 7½)—Pop. 3,040.				
<i>Daily Newspapers.</i>				
Herald..Dem..Eve ex Su.....	© 600	.04	.04 F	6-13 -280
Galena (P 8½)—Pop. 6,096.				
<i>Daily Newspapers.</i>				
Times..Dem..Eve ex Su.....	\$ 990	.10	.09 N	6-13 -280
<i>Weekly Publications.</i>				
Republican..Rep..Thur	\$ 2,900	.15	.15 F	5-13 -252
Garnett (O 6)—Pop. 2,334.				
<i>Daily Newspapers.</i>				
Review..Ind..Eve ex Su.....	* 2,500	.10	.10 F	6-13 -280
Girard (P 7½)—Pop. 2,446.				
<i>Weekly Publications.</i>				
Appeal to Reason..Socl..Sat	* 545,600	16.80	16.80 F	7-13 -275

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
 † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
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KANSAS—Continued

Great Bend (G 6)—Pop. 4,522

Daily Newspapers

Tribune..Ind..Eve ex Su.....

Hillsboro (H 6)—Pop. 2,234

Weekly Publications

Vorwärts (Ger)..Ind..Fri ...

Zionbote (Ger)..Memorials..Wed

Monthly Publications

Lektionsheft (Ger)..Memorials..Jan

Malvern (M 3 1/2)—Pop. 2,342

Weekly Publications

Recorder..Ind..Thur

Marion (M 3 1/2)—Pop. 1,134

Daily Newspapers

Gazette...Dem..Morn & Su ex Mon

News...Rep..Eve ex Su

Weekly Publications

Hutchinson Whelan...Thurs..Su
Ex. no 1 & 2...Ex. no 3 & 4

Independence (I 3 1/2)—Pop. 2,444

Daily Newspapers

Free Press..Ind..Morn ex Mon

Reporter...Rep..Eve ex Su

Star..Ind..Eve ex Su

Salina (S 3 1/2)—Pop. 1,422

Daily Newspapers

Register...Rep..Eve ex Su

Weekly Publications

Journal..Dem..Thur

Shawnee City (S 3 1/2)—Pop. 1,114

Daily Newspapers

Union..Ind..Eve ex Su

Manhattan (M 3 1/2)—Pop. 2,422

Daily Newspapers

Citizen..Eve ex Su & Su

Ex. Mon

Castle Star...Ind..Eve ex Su

Weekly Publications

Castle Star...Jan..Thur

Monthly Publications

Religious Journal...Jan..M

Ex. no 1 & 2...Ex. no 3 & 4

Catholic International Journal...Jan..M

Ex. no 1 & 2...Ex. no 3 & 4

Advertisers Directory of Kansas with List of Publishers
Published by the Kansas Advertisers Association
at Kansas City, Mo., 1914
Copyright 1914 by Kansas Advertisers Association
Printed by the Kansas Advertisers Association
at Kansas City, Mo., 1914

KANSAS—Continued.**Lawrence (O 4½)—Pop. 12,374.****Daily Newspapers.**

Gazette..Ind-Rep..Eve ex Su.....	—	.30	.10 P	7-13 -308
Journal-World..Rep..Eve ex Su.....	© 4,834	.15	.15 F	7-13 -287
† Oldest paper in Kansas—95 per cent absolute circulation in its field. Member Gilt Edge List and A. B. C.				

Leavenworth (P 4)—Pop. 19,363.**Daily Newspapers.**

Post□..Ind..Eve ex Su.....	© 5,612	.30	.30 F	7-13 -304
Times□..Rep..Morn & Su ex Mon.....	\$ 7,612	1.00	.35 N	7-13 -280
† The Leavenworth Times, D. R. Anthony, Jr., Manager. Established 1857. The home paper of practically every family in this city and county. "The Times is the paper an advertiser should consider in Leavenworth. It is by far the best newspaper and in circulation exceeds all others."—Mehl & Schoot, Leading Druggists, Leavenworth.				

Weekly Publications.

Tribune (Ger)..Ind..Fri	© 1,870	.25	.15 A	6-13 -252
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Lyons (H 6)—Pop. 2,071.**Daily Newspapers.**

News..Ind-Dem..Eve ex Su.....	\$ 1,000	.10	.08 I	5-13 -196
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McPherson (J 6)—Pop. 3,546.**Daily Newspapers.**

Republican..Rep..Eve ex Su.....	—	.10	.04 A	6-13 -276
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Manhattan (L 4)—Pop. 5,722.**Daily Newspapers.**

Mercury..Rep..Eve ex Su.....	\$ 1,300	.07	.06 A	7-13 -308
Nationalist..Rep..Eve ex Su.....	—	.10	.10 F	7-13 -276

Marysville (L 3)—Pop. 2,260.**Weekly Publications.**

Advocate-Democrat..Dem..Thur	© 2,300	.10	.10 F	6-13 -280
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Neodesha (N 8)—Pop. 2,872.**Daily Newspapers.**

Sun..Ind-Prog..Eve ex Su.....	—	.03	.03 F	6-13 -280
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Newton (K 6½)—Pop. 7,862.**Daily Newspapers.**

Kansan Republican..Rep..Eve ex Su.....	\$ 1,850	.10	.10 F	7-13 -287
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Ottawa (O 5)—Pop. 7,650.**Daily Newspapers.**

Herald..Ind..Eve ex Su.....	© 2,770	.15	.15 F	7-13 -287
(Daily Republic was consolidated with Daily Herald Jan. 1, 1915.)				

Parsons (O 8)—Pop. 12,463.**Daily Newspapers.**

Eclipse..Dem..Eve ex Su.....	—	.12	.12 F	7-13 -280
Sun..Rep..Eve ex Su.....	—	.10	.10 F	7-13 -280

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

KANSAS—Continued.

	1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Pittsburg (P 8)—Pop. 14,755.			
<i>Daily Newspapers.</i>			
Headlight☐...Rep..Eve ex Su.....© 6,305	.20	.20 F	7-13 -297
‡ Pop. of Pittsburg field over 40,000. Industrial payroll \$1,500,000 each month. The merchants will push your goods if they are advertised in the Daily Headlight.			
<i>Weekly Publications.</i>			
Headlight☐...Rep..Thur© 4,170	.20	.20 F	7-13 -297
Salina (J 5)—Pop. 9,688.			
<i>Daily Newspapers.</i>			
Journal...Rep..Eve ex Su.....\$ 3,336	.15	.10 E	7-13 -283
Union☐...Dem..Eve ex Su.....© 3,115	.20	.09 N	7-13 -283
<i>Weekly Publications.</i>			
Farmers' Union...Agrl & Farm Union..Wed..... ———	.50	.40 I	4-13 -220
Topeka (N 4½)—Pop. 43,684.			
<i>Daily Newspapers.</i>			
Capital☐...Rep..Morn ex Su.....© 33,223	.70	.70 F	7-13 -280
Su Morn© 33,077	.70	.70 F	7-13 -280
‡ Guaranteed circulation 33,000. The only 7-day paper in Kansas. Guarantees the largest circulation in Topeka of any newspaper, and the largest in Kansas of any Kansas daily. Prints two and one-half times as many want ads as any other Topeka Daily.			
Member of Gilt Edge List and A. B. C.			
State Journal☐...Ind-Rep..Eve ex Su.....\$ 19,240	.56	.56 F	7-13 -280
<i>Weekly Publications.</i>			
Capper's Weekly☐...Rep..Sat© 253,694	7.00		7-13 -280
Min. rate 1 p. 1 tl. \$900.00.			
‡ Guaranteed circulation 250,000. The greatest weekly review of the Southwest. Is read by the small-town and farm people of Kansas, Missouri, Oklahoma, Nebraska, Texas and Colorado. The woman's page, the best syndicated features, the most striking new stories, give it a unique hold on its readers. And it pays advertisers.			
Farmer's Mail & Breeze...Agrl..Sat.....© 97,657	7.00		4-13 -185
Min. rate 1 p. 1 tl. \$333.00.			
‡ Guaranteed circulation 110,000 (from October 1, 1914).			
Kansas Farmer...Agrl..Sat© 62,883	4.20	4.20 F	4-13 -192
Merchant's Journal☐...Trade..Sat© 3,253	1.10		4-13 -168
Min. rate 1 p. wkly. 1 yr. \$20.00 insertion.			
<i>Monthly Publications.</i>			
Household...Family..M© 721,443	42.00		4-13 -185
Min. rate 1 p. 1 tl. \$1,665.00.			
‡ Guaranteed circulation 760,000.			
Knights & Ladies of Security..Frat..M.....© 130,000	5.60	5.60 F	4-13 -185
Missouri Valley Farmer...Agrl..M.....© 476,651	28.00		4-13 -185
Min. rate 1 p. 1 tl. \$1,100.00.			
Poultry Culture...Poultry..M© 29,894	2.80	2.24 C	3-13 -140
‡ Guaranteed circulation 15,000.			
Western Oddfellow..Frat..M© 5,619	.70	.70 F	4-13 -190
Western School Journal...Educ..M..... ———	1.54		2-19½-126
Min. rate 1 inch mo. 1 yr. \$1.10 inch.			
Wellington (K 8)—Pop. 7,034.			
<i>Daily Newspapers.</i>			
Journal...Dem..Eve ex Su..... ———	.05	.05 F	6-13 -280
News...Rep..Eve ex Su..... ———	.05	.05 F	6-13 -280

‡ Government statement—See page 5. *Gross circulation. © Net circulation. ☐ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

KANSAS—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Wichita (K 7)—Pop. 52,450.				
Daily Newspapers.				
Beacon☐..Ind..Eve ex Su.....	© 22,372	.98	.56 D	7-13 -300
Eagle☐..Prog..Morn ex Su & Mon.....	© 32,462	1.40	.70 G	7-13 -308
Su Morn	© 35,369	1.40	.70 G	7-13 -308
¶ A. B. C. reports show Wichita Eagle has by thousands a larger HOME city and ENTIRE circulation than any of its competitors. Leads in local and foreign advertising.				
Stockman☐..Live Stock..Eve ex Thur & Su....	© 8,000	.40	.20 I	6-13 -280
(Name changed from Live Stock Journal Oct. 1, 1914.)				
Weekly Publications.				
Catholic Advance..Cath..Thur	—	.50	.25 N	5-13 -210
Eagle..Rep-Prog..Fri	© 47,760	1.40	1.40 F	7-13 -308
¶ The Wichita Eagle circulates on every Rural Route in Kansas. Also covers Northern Oklahoma thoroughly. Its territory is the most prosperous agricultural section in the United States. Mail order advertisers get quick and sure results.				
The S. C. Beckwith Special Agency				
New York	Chicago	St. Louis		
Southwest Farmer..Agrl..Fri	—	.56	.56 F	4-13 -168
Stockman☐..Live Stock..Thur	© 10,000			6-13 -280
(Name changed from Live Stock Journal Oct. 1, 1914.)				
Winfield (K 8)—Pop. 6,700.				
Daily Newspapers.				
Courier..Rep..Eve ex Su.....	\$ 1,820	.10	.10 F	7-13 -280
Free Press☐..Ind-Dem..Eve ex Su.....	\$ 1,520	.15	.10 A	6-13 -276
Weekly Publications.				
Courier..Rep..Thur	\$ 3,110	.20	.20 F	7-13 -280

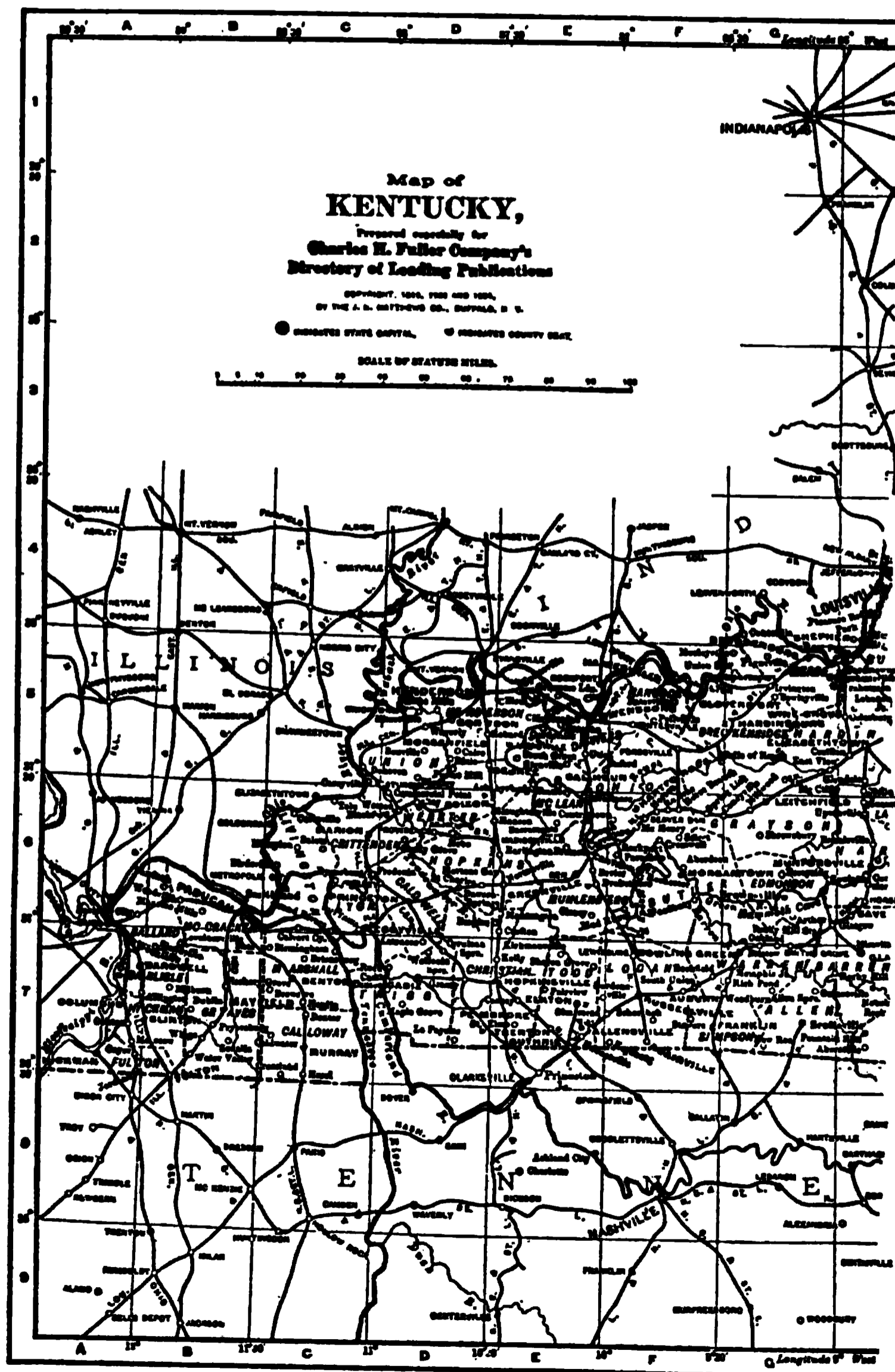
§ Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices.
¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

KENTUCKY—Pop. 2,289,905.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Ashland (O 3½)—Pop. 8,688.				
<i>Daily Newspapers.</i>				
Independent..Rep..Eve ex Su.....	————	.15	.10 I	7-13 -280
Bowling Green (G 6½)—Pop. 9,173.				
<i>Daily Newspapers.</i>				
Messenger□..Dem..Eve ex Sat & Su.....	} \$ 1,390	.25	.10 I	6-13 -280
Su Morn				
News & Democrat..Dem..Eve ex Su.....	————	.10	.10 F	6-13 -280
Times-Journal..Dem..Eve ex Su.....	————	.08	.08 F	6-13 -276
Covington (K 2½)—Pop. 53,270.				
<i>Daily Newspapers.</i>				
Post□..Ind..Eve ex Su	\$ 13,772	.42	.35 G	8-12 -305
<i>Monthly Publications.</i>				
Union Journal..Frat..M	————	2.80		4-13 -175
Min. rate 1 p. 1 tl. \$98.00.				
Cynthiana (L 4)—Pop. 3,603.				
<i>Weekly Publications.</i>				
Democrat..Dem..Thur	© 2,000	.15	.15 F	6-13 -276
Log Cabin..Rep..Fri	* 2,625	.15	.15 F	6-13 -276
Danville (M 3)—Pop. 5,420.				
<i>Daily Newspapers.</i>				
Advocate..Dem..Eve ex Su.....	————	.15	.10 A	6-13 -280
• Elizabethtown (K 3)—Pop. 1,970.				
<i>Weekly Publications.</i>				
Mirror..Dem..Thur	© 3,740			6-13 -280
News..Dem..Tu & Fri.....	© 4,500	.10	.07½B	6-13 -280
Frankfort (K 4)—Pop. 10,465.				
<i>Daily Newspapers.</i>				
State Journal□..Dem..Morn & Su ex Mon....	\$ 3,320	.15	.15 F	7-13 -287
<i>Weekly Publications.</i>				
Central Methodist Advocate..Meth..Thur.....	————	.80	.64 I	4-13 -175
Fulton (B 7½)—Pop. 2,575.				
<i>Daily Newspapers.</i>				
Leader..Dem..Eve ex Su.....	————	.15	.15 F	6-13 -280
<i>Weekly Publications.</i>				
Baptist Flag..Bap..Thur	————	1.26	1.00½I	4-13 -178
† Jacobs & Co., Clinton, S. C., guarantee 12,563 circulation.				
Hazel (C 7½)—Pop. 750.				
<i>Bi-Monthly Publications.</i>				
Hogwallow Kentuckian..Humo..Bi-Mo.....	© 3,700			4-13 -168
Henderson (D 5)—Pop. 11,452.				
<i>Daily Newspapers.</i>				
Gleaner□..Dem..Morn ex Su & Mon.....	© 3,000	.15	.12 A	7-13 -280
Su Morn	© 3,000	.15	.12 A	7-13 -280
Journal□..Dem..Eve ex Sat & Su.....	© 2,500	.21	.12 B	7-13 -280
Su Morn	© 2,500	.21	.12 B	7-13 -280

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

KENTUCKY.

Cities and Towns of—	No.	Pop.
100,000 inhabitants or more.....	1	223,928
50,000 to 100,000 inhabitants.....	1	53,270
25,000 to 50,000 inhabitants.....	2	65,408
10,000 to 25,000 inhabitants.....	4	60,688
5,000 to 10,000 inhabitants.....	12	84,079
2,500 to 5,000 inhabitants.....	20	68,069



KENTUCKY.

	No.	Pop.
Urban territory.....		555,442
Rural territory.....		1,734,463
Cities of less than 2,500 inhabitants.....	355	188,872
Other rural territory.....		1,545,591
Total number of dwellings in state.....		469,669
Total number of families in state.....		494,788

KENTUCKY—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Hopkinsville (E 7)—Pop. 9,419.				
<i>Daily Newspapers.</i>				
New Era..Dem..Eve ex Su.....	\$ 2,100	.07	.07 F	6-13 -280
<i>Weekly Publications.</i>				
Kentuckian..Dem..Tu, Thur, Sat.....	⊙ 1,700	.10	.08 N	6-13 -280
New Era..Dem..Fri	⊙ 2,275	.07	.07 F	6-13 -280
Lexington (K 4½)—Pop. 35,099.				
<i>Daily Newspapers.</i>				
Herald□..Dem..Morn ex Su.....	\$ 3,715	.25	.25 F	7-13 -276
Su Morn25	.25 F	7-13 -276
Leader□..Rep..Eve ex Su.....	\$ 7,355	.25	.25 F	7-13 -280
Su Morn	\$ 3,233	.25	.25 F	7-13 -280
‡ The Lexington Leader carries the bulk of classified advertising and is the recognised want ad medium of Lexington and Central Kentucky. 1 cent per word. Minimum, 20 words.				
<i>Weekly Publications.</i>				
Central Methodist Advocate..Meth..Thur.....	* 8,500	.87	.69 I	4-13 -175
‡ Write Jacobs & Co., Clinton, S. C., for full information.				
Thoroughbred Record..Horse Interests..Sat....	⊙ 4,500	1.00		4-13½-182
Min. rate 1 inch or more 13 tl. .50 inch.				
<i>Monthly Publications.</i>				
Southern School Journal..Educ..M.....	—	1.00		2-16 -112
Min. rate 1 p. mo. 1 yr. \$10.00 insertion.				
Louisa (O 4)—Pop. 1,356.				
<i>Weekly Publications.</i>				
Big Sandy News..Dem..Fri.....	⊙ 4,270	.20	.20 F	6-13 -276
Louisville (H 4)—Pop. 223,928.				
<i>Daily Newspapers.</i>				
Anzelger (Ger)□..Dem..Morn ex Su.....	\$ 6,228	.70	.49 A	7-13 -294
Su Morn	\$ 9,790	.98	.49 G	7-13 -294
Courier-Journal□..Dem..Morn ex Su.....	\$ 27,466	2.10	.98 L	8-13 -307
Su Morn	\$ 49,369	2.52	1.26 L	8-13 -307
Herald□..Ind-Prog..Morn ex Su.....	\$ 44,056	.84	.84 F	7-13 -297
Su Morn	\$ 36,649	.84	.84 F	7-13 -297
Post□..Ind..Eve ex Su.....	\$ 41,505	1.75	.84 G	7-13 -305
Record□..Legal & R E..Morn ex Su.....	\$ 500			5-13 -252
Times□..Dem..Eve ex Su.....	\$ 53,145	2.10	1.12 H	8-13 -307
<i>Weekly Publications.</i>				
Anzelger (Ger)□..Dem..Tu	⊙ 11,320	.70	.49 A	7-13 -294
Baptist World..Bap..Thur	—	.84	.84 F	3-14 -161
Christian Observer..Presb..Wed	⊙ 26,570	2.38	1.40 D	4-13½-203
Farmer's Home Journal..Agrl..Sat	⊙ 15,275	1.68	.84 G	5-13 -217
Katholischer Glaubensbote (Ger)..Cath..Thur...	—	.30	.30 F	7-13 -304
Pentecostal Herald..Inter-Denom..Wed	—	2.45	1.96 I	4-13 -182
‡ Jacobs & Co., Clinton, S. C., guarantee 24,520 circulation.				
Real Estate Bulletin & Building News..R E..				
Sat	⊙ 5,000			7-13 -294
Western Recorder..Bap..Thur	—	1.20	.96 I	5-13 -210
‡ Jacobs & Co., Clinton, S. C., guarantee 12,000 circulation.				

⊙ Government statement—See page 5. * Gross circulation. ⊙ Net circulation. □ Can use matrices. ‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

KENTUCKY—Continued.**Louisville—Continued.****Monthly Publications.**

	1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Farm & Family □ .. Agrl. .. M. © 17,910	.70	.70 F	4-13 -210
Home & Farm □ .. Agrl. .. S-M. © 103,274	6.30	6.30 F	4-15 -215
Industrious Hen .. Poultry .. M ——— (Moved from Knoxville, Tenn., May 1, 1914.)	2.00	2.00 F	3-13 -140
Inland Farmer .. Agrl. .. S-M © 124,778 Min. rate 1 p. 1 tl. \$350.00.	14.00		4-13 -189
Kentucky Farming .. Agrl. .. M © 30,000 (Changed from Our Country September, 1914.) Min. rate 1 p. 1 tl. \$100.00.	2.10		4-13 -168
Kentucky Sunday School Reporter .. S S .. M © 3,200			2-16 -112
Market Grower's Journal .. Agrl. .. S-M ——— Min. rate 1 p. 1 tl. \$37.50.	1.40		3-13 -140
Masonic Home Journal .. Frat. .. S-M © 47,043 Min. rate ½ p. 1 tl. \$50.00.	4.00		3-13 -126
‡ Masonic Home Journal is largest and best Masonic publication in the world. Paid circulation. Member A. B. O.			
North & South □ .. Agrl. .. M © 10,000 1-16 p. 1 tl. \$10.00. 1 p. 1 tl. \$100.00.			3-17 -168
Poultry Ideas .. Poultry .. M (Absorbed by Industrious Hen May 1, 1914.)			

Madisonville (E 6)—Pop. 4,966.**Weekly Publications.**

Hustler .. Dem. .. Tu & Fri. © 3,150	.20	.12 N	7-13 -280
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Mayfield (B 7)—Pop. 5,916.**Daily Newspapers.**

Messenger .. Dem. .. Eve ex Su. © 2,150	.15	.10 A	6-13 -280
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Weekly Publications.

Hog-Wallow Kentuckian .. Humorous .. Sat * 6,580			3-13 -140
Messenger .. Dem. .. Thur © 3,150	.12½	.10 A	6-13 -280

Maysville (M 3)—Pop. 6,141.**Daily Newspapers.**

Bulletin .. Dem. .. Morn ex Su. © 1,348	1.00	.06 N	7-13 -308
Independent .. Ind. .. Eve ex Su. ———	.20	.10 N	7-13 -308
Public Ledger .. Rep. .. Morn ex Su. ———	1.00	.06 N	7-13 -308

Murray (C 7)—Pop. 2,089.**Weekly Publications.**

Ledger .. Dem. .. Thur © 3,180	.10	.07 B	6-13 -280
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Owensboro (E 5)—Pop. 16,011.**Daily Newspapers.**

Inquirer □ .. Dem. .. Eve ex Sat & Su. } © 4,184 Su Morn }	.20	.15 D	7-13 -287 7-13 -287
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‡ Inquirer, largest city circulation in Owensboro, distributing point for 4 counties. 125,000 pop. G. Logan Payne Co., Reprs.

Messenger .. Dem. .. Morn & Su ex Mon. \$ 5,087	.25	.15 N	7-13 -287
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Weekly Publications.

Inquirer □ .. Dem. .. Tu & Fri. © 3,210	.12	.12 F	7-13 -294
Messenger .. Dem. .. Wed & Sat. * 3,132	.25	.15 N	7-13 -287

* Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. ‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

KENTUCKY—Continued.				1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Paducah (B 6½)—Pop. 22,760.						
Daily Newspapers.						
News-Democrat☐...Dem..Morn ex Su & Mon.. \$ 6,986				.30	.17½N	7-13 -301
Su Morn \$ 6,986				.30	.17½N	7-13 -301
Sun☐...Ind..Eve ex Su..... \$ 6,475				.30	.17½M	7-13 -290
‡ The Sun guarantees twice as much circulation in Paducah and in McOracken County as any other paper.						
Paris (N 2)—Pop. 5,859.						
Weekly Publications.						
Bourbon News..Dem..Tu & Fri.....© 3,200						6-13 -276
Stanford (K 5½)—Pop. 1,532.						
Weekly Publications.						
Interior Journal..Dem..Tu & Fri.....© 3,750				.15	.15 F	7-13 -308
Winchester (L 4½)—Pop. 7,156.						
Daily Newspapers.						
Sun...Dem..Eve ex Su..... \$ 2,282				.20	.12½I	7-13 -280

§ Government statement—See page 5. *Gross circulation. ©Net circulation. ☐ Can use matrices.
‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

LOUISIANA—Pop. 1,656,388.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Alexandria (E 4)—Pop. 11,213.				
<i>Daily Newspapers.</i>				
Town Talk..Dem..Eve ex Su.....	\$ 2,512	.12	.12 F	7-13 -280
<i>Weekly Publications.</i>				
Baptist Chronicle..Bap..Thur	© 3,200	.60	.42 B	4-13 -168
Baton Rouge (G 5½)—Pop. 14,897.				
<i>Daily Newspapers.</i>				
State-Times□..Dem..Eve ex Su.....	© 1,769	.25	.17½ I	7-13 -283
Crowley (E 6)—Pop. 5,099.				
<i>Daily Newspapers.</i>				
Signal..Dem..Eve ex Su.....	\$ 750	.15	.11 M	6-13 -280
<i>Monthly Publications.</i>				
Rice Journal & Southern Farmer..Agri..M....	© 4,000	1.12		4-13 -175
Min. rate 1 inch mo. 1 yr. .98 inch.				
Lafayette (F 6)—Pop. 6,392.				
<i>Daily Newspapers.</i>				
Advertiser..Dem..Eve ex Su.....	—			6-13 -280
Press□..Ind..Eve ex Su.....	© 895			6-13 -308
Lake Charles (C 6)—Pop. 11,449.				
<i>Daily Newspapers.</i>				
American-Press..Ind-Dem..Eve ex Su.....	© 2,550	.30	.17½ I	7-13 -287
<i>Weekly Publications.</i>				
American Press..Ind-Dem..Fri	© 3,560	.35	.20 N	7-13 -287
Monroe (E 1½)—Pop. 10,209.				
<i>Daily Newspapers.</i>				
News-Star..Ind-Dem..Eve ex Su.....	\$ 1,950	.25½	.10½ N	6-13 -280
New Iberia (G 6)—Pop. 7,499.				
<i>Weekly Publications.</i>				
Enterprise..Dem..Sat	© 1,650	.10	.10 F	6-13 -280
New Orleans (J 6½)—Pop. 339,075.				
<i>Daily Newspapers.</i>				
Abelle (Fr)..Dem..Morn & Su ex Mon.....	—	2.10	.70 L	7-12 -200
Item□..Ind..Eve ex Su.....	© 57,387	1.40	1.40 F	8-13 -280
Su Morn	© 62,872	1.40	1.40 F	8-13 -280
¶ New Orleans Item's rules on advertising have set the standard of cleanliness in the newspaper world. Member of A. B. C. The John Budd Company, Advertising Representatives.				
States□..Dem..Eve ex Su.....	\$ 33,271	1.40	.84 G	7-13 -290
Su Morn				
Times-Picayune□..Ind-Dem..Morn ex Su....	© 53,525	1.40	1.40 F	7-13 -292
Su Morn	© 67,762	1.68	1.68 F	7-13 -292
(The Times-Democrat and Picayune were consolidated April 6, 1914, under the name of Times-Picayune.)				

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

LOUISIANA

Cities and Towns of—	No.	Pop.
100,000 inhabitants or more.....	1	229,075
25,000 to 50,000 inhabitants.....	1	28,015
10,000 to 25,000 inhabitants.....	4	47,768
5,000 to 10,000 inhabitants.....	5	29,491
2,500 to 5,000 inhabitants.....	15	52,167

LOUISIANA—Continued.

New Orleans—Continued.

Weekly Publications.

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Abelle (Fr)..Dem..Sat	_____	2.10	.70 L	7-12 -200
Catholic Churchman..Cath..Tu	_____	1.40	1.40 F	4-13 -168
Christian Advocate..Meth..Thur	⊙ 7,600	.77	.61 I	4-13 -175
‡ Write Jacobs & Co., Clinton, S. C., for full information.				
Item Farmer□..Ind..Sat	_____	1.40	1.40 F	4-13 -215
Jewish Ledger (Jewish)..Fri	⊙ 5,347	.53	.42 I	4-13 -157
‡ Write Jacobs & Co., Clinton, S. C., for full information.				
Morning Star..Cath..Sat	⊙ 9,867	1.12	.42 G	7-13 -304
Times-Picayune□..Ind-Dem..Thur	⊙ 6,576	.70	.70 F	7-13 -292
United Labor Journal..Sat	_____	.50	.50 F	4-13 -168

Monthly Publications.

Gulf States Farmer..Agrl..M	* 31,347	2.10	2.10 F	4-13 -182
Lawyer & Banker□..Legal..Bi-Mo.....	⊙ 10,800			2-13½- 98
Lumber Trade Journal..Trade..S-M	⊙ 5,613			3-17½-168
1-16 p. 1 tl. \$7.00. Min. rate 1 p. a-mo. 1 yr. \$29.33 insn.				
Medical & Surgical Journal..Med..M.....	⊙ 2,007			2-13½-105
½ p. 6 mos. \$15.00 insertion. Min. rate 1 p. mo. 1 yr. \$12.50 insertion.				
Mercurio (Spanish)..Lit & News..M.....	_____			2-21 -135
½ p. 1 tl. \$12.80. Min. rate 1 p. mo. 1 yr. \$51.20 insn.				
Modern Farming..Agrl..S-M	⊙ 19,950	1.40	1.40 F	4-13 -168
National Commercial Traveler..Frat..M.....	_____			3-14 -126

Plaquemine (H 6)—Pop. 4,915.

Daily Newspapers.

Champion..Ind..Eve ex Su.....	_____			6-13 -280
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Buston (E 2)—Pop. 3,377.

Daily Newspapers.

Leader..Dem..Eve ex Su.....	* 320	.10	.05 I	6-13 -280
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Shreveport (B 1½)—Pop. 28,015.

Daily Newspapers.

Journal□..Dem..Eve ex Su.....	\$ 5,906	.25	.25 F	7-13 -280
‡ The Journal's daily average last three months, 6,372. Guarantees largest city circulation. Logical paper to reach consumers in Shreveport and within a radius of thirty miles.				
Times□..Dem..Morn ex Su.....	⊙ 10,932	.84	.35 I	7-13 -208
Su Morn	⊙ 16,295	.98	.42 I	7-13 -308

Weekly Publications.

Times..Dem..Tu & Fri.....	⊙ 8,963	.70	.70 F	7-13 -308
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§ Government statement—See page 5. * Gross circulation. ⊙ Net circulation. □ Can use matrices. ‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

MAINE—Pop. 742,371.**Augusta (D 7)—Pop. 13,211.****Daily Newspapers.****Journal**☐...Rep..Morn ex Su.....* **12,470**1 time
rate
per
inch

.75

Minimum
rate
per
inch

.25 N

Number of
columns,
width and
length

7-13 -295

Weekly Publications.**Maine Farmer**..Agrl..Thur◎ **8,000**

.63

.56 G

7-13 -287

Monthly Publications.**American Woman**..Family..M◎ **542,173**

28.00

4-13½-189

Min. rate 1 p. 1 tl. \$1,058.40.

¶ The American Woman reaches only actual mail order prospects. They are for the home circle, read by people living outside the large cities who depend upon buying by mail to supply their wants. The reading matter they contain makes each number carefully and closely read by every member of the family.

Every copy goes to a live subscriber.

Comfort..Lit & Family..M.....***1,260,912**

70.00

4-14½-212

Min. rate 1 p. 1 tl. \$2,544.00.

¶ This circulation rating of Comfort, Augusta, Maine, showing the average number of complete copies mailed per issue as proven by Post Office receipts, is hereby guaranteed by the Charles H. Fuller Company in the sum of \$1,000, which will be paid to the first advertiser who successfully controverts its accuracy. Permission to audit explained on page. 4.

Those qualities which have placed Comfort at the head of the mail-order monthlies, make it equally effective as a medium for general publicity and store-sales advertising. Its high-quality rural circulation and its strong hold on the confidence of its subscribers are factors of great value to advertisers who are endeavoring to reach and impress the thrifty people in the small towns, and the prosperous, progressive farmers and their wives and families throughout the richest agricultural sections of the Union.

Comfort has the largest and best rural circulation of any one publication in the world.

Eagerly read by every member of the family in more than a million and a quarter homes.

{ **Vickery & Hill List**..... }
 { **Good Stories**..Family..M }
 { **Happy Hours**..Family..M }
 { **Hearth & Home**..Family..M..... } }◎**1,510,736**

84.00

4-13½-189

4-13½-189

4-13½-189

Min. rate 1 p. 1 tl. \$3,175.20.

¶ Before planning an elaborate mail order campaign it will pay you to try out your copy in these papers.

Because the Vickery & Hill publications reach only actual mail order prospects—prosperous small town and country families who find it more advantageous to buy by mail—the oldest and most successful mail order advertisers consider them the standard by which to measure the cash results that a given amount spent for mail order advertising should produce.

Bangor (F 6)—Pop. 24,802.**Daily Newspapers.****Commercial**☐...Ind..Eve ex Su.....◎ **10,671**

.75

.25 N

8-13 -301

News☐...Rep..Morn ex Sat.....\$ **13,358**

.60

.25 N

7-13 -301

¶ Bangor News, minimum rate 25c. Net paid Government report 13,358. Largest city and largest country circulation. Carries the most foreign and most local advertising.

Weekly Publications.**Commercial**☐...Agrl..Thur◎ **22,225**

1.50

.98 G

8-13 -301

News☐...Rep..Tu & Fri.....◎ **4,971**

.83

7-13 -301

Min. rate 1 inch 2 tl. wk. 1 yr. \$24.00 inch.

Bath (D 8)—Pop. 9,396.**Daily Newspapers.****Times**..Rep..Eve ex Su.....\$ **2,225**

.50

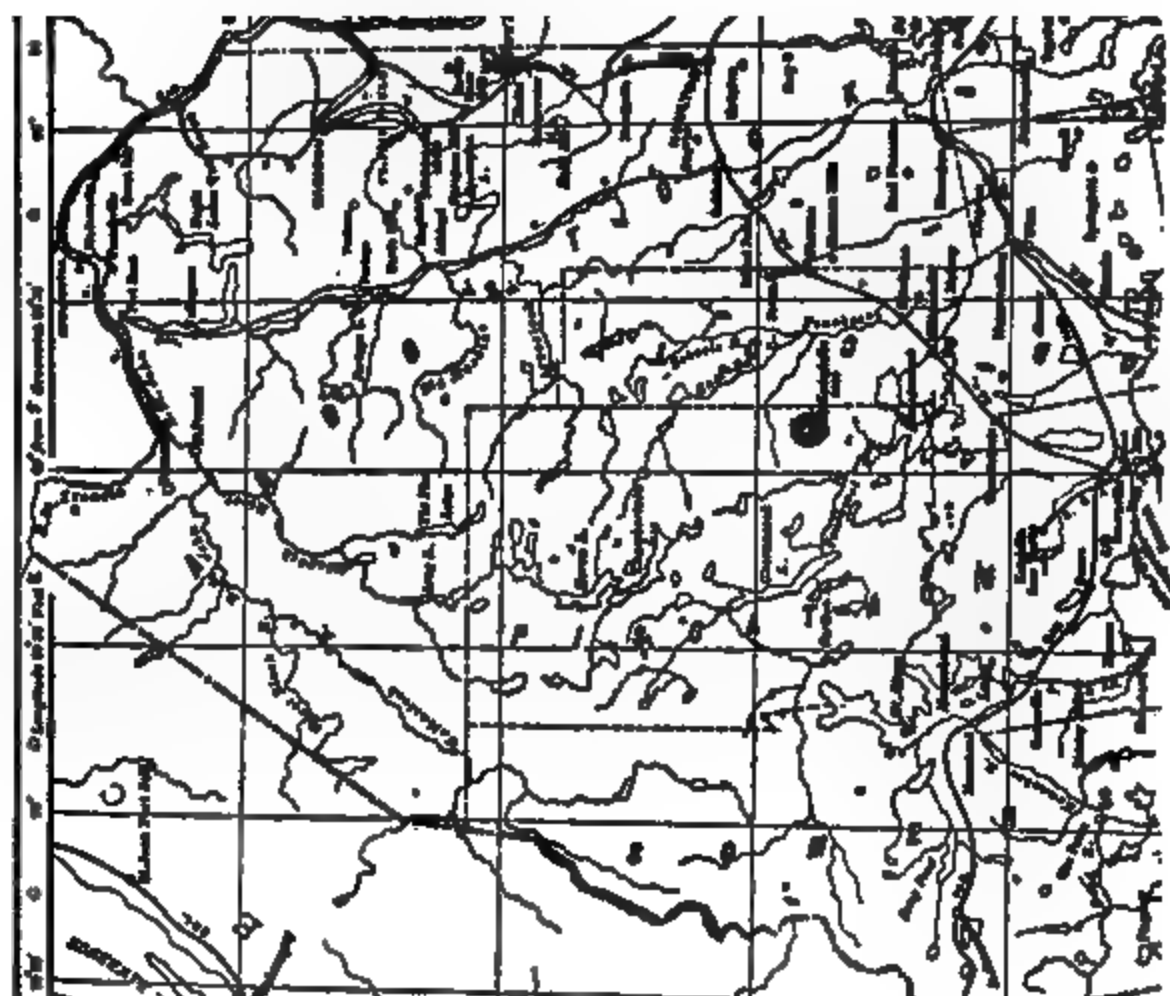
.12½N

6-13 -280

§ Government statement—See page 5. * Gross circulation. ◎ Net circulation. ☐ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

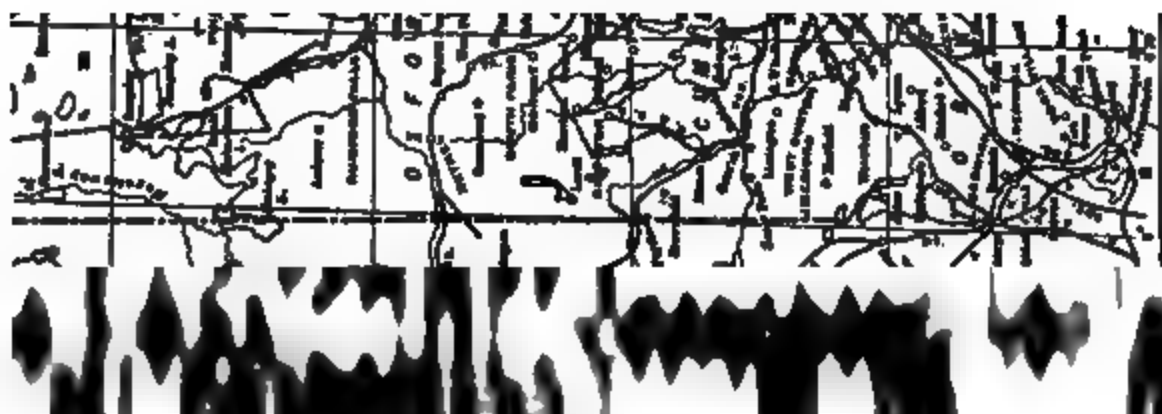
MAINE.

Cities and Towns of—	No.	Pop.
50,000 inhabitants or more.....	1	58,571
25,000 to 50,000 inhabitants.....	1	26,247
10,000 to 25,000 inhabitants.....	4	41,912
5,000 to 10,000 inhabitants.....	16	107,505
2,500 to 5,000 inhabitants.....	33	107,505



MAINE.

	No.	Pop.
Urban territory.....		281,443
Rural territory.....		360,928
Cities of less than 2,500 inhabitants.....	294	338,154
Other rural territory.....		22,774
Total number of dwellings in state.....		159,437
Total number of families in state.....		177,960



MAINE—Continued.				1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Belfast (E 7)—Pop. 4,618.						
<i>Weekly Publications.</i>						
Republican-Journal..Rep..Thur	© 2,400	.15	.10 D	7-13½-308		
Biddeford (C 8½)—Pop. 17,079.						
<i>Daily Newspapers.</i>						
Journal..Rep..Eve ex Su.....	© 2,051	.50	.13½ N	7-13 -287		
Record..Dem..Eve ex Su.....	—	.18	.12 I	7-13 -280		
Brunswick (C 8)—Pop. 5,841.						
<i>Weekly Publications.</i>						
Record..Rep..Fri	© 1,313	.50		6-13 -276		
Min. rate 1 inch wkly. 1 yr. \$6.50 inch.						
Calais (J 5)—Pop. 6,116.						
<i>Weekly Publications.</i>						
Advertiser..Rep..Wed	© 5,650	.25		6-13 -276		
Min. rate 1 inch wkly. 1 yr. \$7.50 inch.						
Caribou (G 2)—Pop. 5,377.						
<i>Weekly Publications.</i>						
Republican..Rep..Thur	© 1,800			8-13 -329		
Ellsworth (D 6½)—Pop. 3,549.						
<i>Weekly Publications.</i>						
American..Rep..Wed	© 2,425	1.00		6-13 -276		
Min. rate 1 inch wkly. 1 yr. .13½ inch.						
Gardiner (D 7)—Pop. 5,311.						
<i>Daily Newspapers.</i>						
Reporter-Journal..Ind-Rep..Eve ex Su.....	—	.50		7-13 -280		
Min. rate 1 inch daily 1 yr. .03 4-5 inch.						
Houlton (H 3)—Pop. 5,845.						
<i>Weekly Publications.</i>						
Times..Ind..Wed	© 1,950			6-13 -301		
Lewiston (C 5½)—Pop. 26,274.						
<i>Daily Newspapers.</i>						
Journal□..Ind-Prog..Eve ex Sat & Su.....	\$ 11,380	.77	.28 K	8-12½-301		
Sat Eve	\$ 15,563	.91	.42 K	8-12½-301		
† Only evening paper covering Lewiston and Auburn, and 43 nearby cities and towns. Seven-eighths of the purchasing power in this field consists of bread winners who have no time to read anything but their evening newspaper.						
Le Petit Journal (Fr)□..Ind..Eve ex Su.....	\$ 3,225	.25	.12½ N	7-13 -294		
Sun□..Ind..Morn ex Su.....	* 6,466	.50	.18 N	7-13 -287		
<i>Weekly Publications.</i>						
Le Messenger (Fr)□..Ind..Mon, Wed & Fri...©	3,600	1.00	.16 N	6-13 -252		
Norway (B 7)—Pop. 2,215.						
<i>Weekly Publications.</i>						
Advertiser..Ind..Fri	* 2,519	1.00		6-13 -280		
Min. rate 3 inches wkly. 1 yr. .12½ inch.						
Phillips (C 6)—Pop. 823.						
<i>Weekly Publications.</i>						
Maine Woods..Outing..Thur	* 5,190	.94		5-13 -252		
Min. rate 6 inches wkly. 1 yr. .30 inch.						

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

MAINE—Continued.				1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Portland (C 8)—Pop. 58,571.						
<i>Daily Newspapers.</i>						
Eastern Argus ☐...Dem..Morn ex Su.....◎ 8,442				.75	.20 N	7-13 -280
¶ The Eastern Argus is the oldest newspaper in the state of Maine. Has practically an exclusive circulation.						
{ Express & Advertiser ☐...Rep..Eve ex Su.... \$ 19,533				1.00	.50 N	7-13 -280
{ Telegram ☐...Ind..Su Morn \$ 14,029				.75	.40 N	7-13 -280
Press ☐...Rep..Morn ex Su..... } \$ 12,688				.28	.28 F	7-13 -280
Su Morn }				.28	.28 F	7-13 -280
¶ The Portland Press, Maine's Leading Morning Paper, carries more financial advertising than all other Portland papers combined and more than any other paper east of Boston.						
<i>Weekly Publications.</i>						
Main State Press ☐...Rep..Wed.....◎ 1,521				.28	.28 F	7-13 -280
Rockland (E 7½)—Pop. 8,174.						
<i>Weekly Publications.</i>						
Courier Gazette ...Rep..Tu & Sat.....◎ 4,495				.17	.15 P	7-13 -308
Opinion ...Dem..Thur* 2,850				.12½	.12½ F	7-13 -308
Bumford Falls (C 6)—Pop. 5,427.						
<i>Weekly Publications.</i>						
Times ...Rep..Sat◎ 2,700						7-13 -308
Skowhegan (D 6)—Pop. 5,541.						
<i>Weekly Publications.</i>						
Independent-Reporter ...Ind..Thur◎ 4,800				.30	.12½ N	7-13 -304
Waterville (D 6½)—Pop. 11,458.						
<i>Daily Newspapers.</i>						
Sentinel ☐...Dem..Morn ex Su.....◎ 6,754				.40	.17 N	7-13 -280

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MARYLAND.

Cities and Towns of—	No.	Pop.
100,000 inhabitants or more.....	1	553,485
10,000 to 25,000 inhabitants.. . . .	3	43,757
5,000 to 10,000 inhabitants.....	4	37,734
1,500 to 5,000 inhabitants.....	7	23,216

MARYLAND.

	No.	Pop.
Urban territory.....		658,192
Rural territory.....		637,154
Towns of less than 2,500 inhabitants.....	100	68,883
Other rural territory.....		568,271
Total number of dwellings in state.....		253,805
Total number of families in state.....		274,824

MARYLAND—Pop. 1,295,346.				1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Annapolis (N 6)—Pop. 8,609.						
<i>Daily Newspapers.</i>						
Capital..Ind..Eve ex Su.....	————			.10	.10 F	7-13 -301
Baltimore (M 4½)—Pop. 558,485.						
<i>Daily Newspapers.</i>						
American□..Rep..Morn ex Su.....	\$ 83,910	2.10	1.40 G	8-12½-294		
Su Morn	\$ 110,500	2.80	2.10 G	8-12½-294		
Star□..Rep..Eve ex Su.....	\$ 53,275	1.40	.84 G	9-12½-294		
Deutsche Correspondent (Ger)□..Dem						
Morn ex Su	————	.48	.48 F	7-13 -287		
Su Morn	————	.48	.48 F	7-13 -287		
News□..Ind..Eve ex Su.....	© 76,644	2.80	1.82 G	8-12½-295		
Su Eve	© 57,721	2.80	1.82 G	8-12½-295		
‡ The Baltimore News goes into over eighty-five per cent of the white, English-speaking homes in Baltimore and suburbs every evening. It thoroughly covers this field.						
Record..Legal, Finan & R E..Morn ex Su....	© 9,500			5-13 -245		
Sun□..Ind-Dem..Morn ex Su.....	\$ 135,421	3.50	2.80 G	8-12½-322		
Eve ex Su.....						
Su Morn	\$ 81,947	3.50	2.80 G	8-12½-322		
<i>Weekly Publications.</i>						
American□..Rep..Tu & Fri.....	————	2.80		8-12½-294		
Min. rate 1 inch wkly. 1 yr. \$1.34 3-5 inch.						
Bayerisches Wochenblatt (Ger)..Ind..Wed.....	————	1.00		6-13 -266		
Min. rate 1 inch 1 yr. .34 3-5 inch.						
Jednosc (Polish)..Non-Polit..Thur	————	.50		7-13 -280		
Min. rate 1 inch wkly. 1 yr. .43 2-5 inch.						
Manufacturers' Record..Indus'l..Thur	————	1.50	1.05 L	4-13 -168		
Methodist Protestant..Meth..Wed	————	1.12	.56 A	3-13 -154		
Southern Methodist..Meth..Thur	————	.71	.56½I	3-13 -154		
‡ Jacobs & Co., Clinton, S. C., guarantee 7,100 circulation.						
<i>Monthly Publications.</i>						
American Journal of Nursing..Nursing..M....	© 10,200			2-15 -112		
¼ p. 1 tl. \$10.00. Min. rate 1 p. mo. 1 yr. \$30.00 insn.						
Atlantic Educational Journal..Educ						
M ex July & August.....	© 14,500	2.00		3-14 -140		
Min. rate 1 p. 10 tl. \$21.00 insertion.						
Farmers' & Planters' Guide..Agrl..M.....	————	1.12	1.12 F	4-13 -168		
I. O. H. Advocate..Heptasophs..M.....	————	1.50	1.50 F	4-14 -196		
Journal of Educational Psychology..Educ						
M ex July and August.....	© 5,700	2.50		2-15 -112		
Min. rate 1 p. 10 tl. \$17.50 insertion.						
Cambridge (O 7)—Pop. 6,407.						
<i>Daily Newspapers.</i>						
Banner..Dem..Eve ex Su.....	\$ 1,215	.10	.05 N	8-13 -329		
<i>Weekly Publications.</i>						
Record..Dem..Mon, Wed & Fri.....	© 1,400			8-13 -329		
Cumberland (D 3)—Pop. 21,839.						
<i>Daily Newspapers.</i>						
News□..Rep..Morn ex Su.....	\$ 3,039	.50	.18 N	7-13 -294		
Press□..Ind..Eve ex Su.....	\$ 5,050	.50	.08 N	7-13 -308		
Times□..Dem..Eve ex Su.....	————	.45	.20 N	7-13 -308		
Easton (O 6½)—Pop. 3,083.						
<i>Weekly Publications.</i>						
Star-Democrat..Dem..Sat	© 2,780	.12	.12 F	6-13 -276		

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
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MARYLAND—Continued.**Frederick (J 4)—Pop. 10,411.***Daily Newspapers.*

News..Ind..Eve ex Su..... ⊙	3,498	.12	.07 N	7-13 -280
Post..Ind..Morn ex Su..... ⊙	3,475	.20	.20 F	7-13 -276

Weekly Publications.

News..Ind..Tu & Fri..... ⊙	3,076	.25	.10 N	7-13 -280
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Hagerstown (H 3)—Pop. 16,507.*Daily Newspapers.*

Globe..Ind..Eve ex Su..... ⊙	3,269	.35	.10 N	7-13 -280
Herald..Rep..Morn ex Su..... §	3,390	.25	.17½ N	7-13 -276
Mall..Dem..Eve ex Su.....	—	.30	.09 N	7-13 -280

Weekly Publications.

Globe..Ind..Thur ⊙	1,551	.50	.10 M	7-13 -280
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Salisbury (G 4)—Pop. 6,690.*Weekly Publications.*

News..Dem..Thur ⊙	2,606	.30		6-13 -280
Min. rate 4 or more insertions .10 inch.				
Tribune..Rep..Fri ⊙	1,510			6-13 -280

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MASSACHUSETTS.

Cities and Towns of—	No.	Pop.
500,000 inhabitants or more.....	1	670,585
100,000 to 500,000 inhabitants.....	4	476,414
50,000 to 100,000 inhabitants.....	7	552,650
25,000 to 50,000 inhabitants.....	13	455,833
10,000 to 25,000 inhabitants.....	30	450,898
5,000 to 10,000 inhabitants.....	49	342,831
2,500 to 5,000 inhabitants.....	43	178,168



MASSACHUSETTS.

	No.	Pop.
Urban territory		3,125,267
Towns of less than 2,500 inhabitants.....	203	241,042
Total number of dwellings in state.....		511,926
Total number of families in state.....		724,013

MASSACHUSETTS—Pop. 3,366,416.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Amesbury (L 2)—Pop. 9,894.				
<i>Daily Newspapers.</i>				
News..Ind-Rep..Eve ex Su.....	————	.08	.08 F	8-13 -301
Athol (F 3)—Pop. 8,536.				
<i>Monthly Publications.</i>				
Healthy Home..Hygienic..M	* 21,937	2.80		6-13 -238
Min. rate 5 inches mo. 1 yr. \$1.68 inch.				
Attleboro (J 6)—Pop. 16,215.				
<i>Daily Newspapers.</i>				
Sun..Ind-Rep..Eve ex Su.....	————	.30	.15 N	7-13 -280
Beverly (L 4½)—Pop. 18,650.				
<i>Daily Newspapers.</i>				
Times..Rep..Eve ex Su.....	————	.17½	.17½F	7-13 -287
<i>Monthly Publications.</i>				
American Benefit Journal..Frat..M.....	© 6,000	1.00		4-13 -182
Min. rate 1 inch mo. 1 yr. .50 inch				
Boston (K 4)—Pop. 670,585.				
<i>Daily Newspapers.</i>				
Advertiser□..Rep..Morn ex Su.....	————	1.75	1.75 F	7-13 -294
American□..Ind..Eve ex Su.....	\$ 394,893	4.90	4.90 F	8-12½-280
Su Morn	\$ 341,183	4.90	4.90 F	8-12½-280
Christian Science Monitor□..Ind..Eve ex Su..	\$ 55,830	3.50	2.10 P	7-13 -280
Globe□..Ind..Morn & Eve ex Su.....	\$ 209,486	4.20	4.20 F	8-12½-306
Su Morn	\$ 279,583	4.20	4.20 F	8-12½-306
{ Herald□..Ind-Rep..Morn ex Su..... }	{ \$ 160,215 }	4.20	3.50 G	8-12½-300
{ Traveler Herald□..Ind-Rep..Eve ex Su... }	{ }			8-12½-300
{ Herald□..Ind-Rep..Su Morn	{ \$ 80,591 }	3.50	2.80 G	8-12½-300
Journal□..Prog..Morn ex Su.....	————	2.80	1.75 L	8-12½-280
News Bureau□..Finan..Morn & Eve ex Su...©	9,787	4.20		3-24 -245
Min. rate 1 inch 3 ti. wkly. 1 yr. \$3.15 inch.				
Post□..Ind-Dem..Morn ex Su.....	\$ 422,350	5.60	5.60 F	8-12½-294
Su Morn	\$ 289,565	4.20	4.20 F	8-12½-294
Record..Rep..Eve ex Su.....	————	2.10	2.10 F	7-13 -294
Transcript□..Ind-Rep..Eve ex Su.....	\$ 28,069	2.10	2.10 F	7-13½-305
Except Saturday \$2.80 inch flat.				
† The Transcript is Boston's leading family daily. It sells for 3c per copy, \$9.00 per year. The Transcript is still published by the same family that established it in 1830 and has a remarkable record for continuity of ownership and policy. The Transcript carries more advertising than any other evening paper in Boston. Foreign Advertising Representatives, The Charles H. Eddy Co., New York, Chicago and Boston.				
<i>Weekly Publications.</i>				
American Cultivator..Agrl..Sat	————	2.31	2.31 F	4-13 -196
American Horse Breeder..Stock Breeding..Wed.©	6,000	3.00	.70 N	4-13½-178
American Shoemaking..Trade..Sat	© 3,100			2-13 -126
1-16 p. 1 ti. \$1.75. Min. rate 1 p. wkly. 1 yr. \$17.00 insn.				
American Wool & Cotton Reporter□..Textile..				
Thur	© 7,600	2.80		4-13 -189
Min. rate 1 p. 1 ti. \$75.00 page.				
Anzeiger (Ger)..Ind..Thur	————	.70	.70 F	7-13 -280
Banker & Tradesman..Coml..Sat.....*	10,000	2.00	1.25 B	3-14 -161
Boot & Shoe Recorder..Trade..Sat.....*	8,200	3.50		2-23 -143
Christian Endeavor World..Interdenom..Thur.©	69,449	6.30		4-13½-187
Min. rate 1 p. 1 ti. \$300.00.				
Congregationalist & Christian World..Cong..Sat. ———		3.50	2.33½C	3-14 -160

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MASSACHUSETTS—Continued.**Boston—Continued.****Weekly Publications.**

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Gazetta del Massachusetts (Ital)...	Ind...Fri.... ⊙ 10,253	.98	.49 L	7-13 -301
Hairenik (Armenian)...	Socl..Tu, Thur & Sat....	.50		5-16 -280
Harvard Alumni Bulletin...Collegiate...Wed during College Year	⊙ 8,049	1.00		2-16 -112
Min. rate 1 p. \$50.00.				
Jewish American (Yiddish)...	Ind...Fri..... ⊙ 48,345			4-13 -196
Journal of Education...Educ...Thur.....		2.10		3-13 -143
Min. rate ½ p. 1 tl. \$25.00.				
Keleivis (Lithuanian)...	Non-Part-Prog...Thur... ⊙ 17,476			6-13 -280
La Tribune del Popolo (Ital)□...Ind...Sat.....	⊙ 11,000	1.00	.35 L	7-13 -294
Living Age...Lit...Sat		2.10		2-14 -112
Min. rate 1 p. wkly. 1 yr. \$20.00 insertion.				
Pilot□...Cath...Sat	⊙ 90,000	2.80		7-13 -293
Min. rate 1 in. wkly. 1 yr. \$2.10 inch.				
Poultry Weekly...Poultry...Sat		1.40		4-13 -168
Min. rate 1 in. wkly. 1 yr. \$1.05 inch. (Name changed from Farm Poultry, also changed from monthly to weekly publication Nov. 1, 1914.)				
Republic...Cath...Dem...Sat		2.80	2.38 C	4-13 -200
Sacred Heart Review...Cath...Sat.....	⊙ 40,000	2.80	2.24 A	4-13 -196
Shoe & Leather Reporter...Trade...Thur.....	* 4,600			2-14 -140
1-16 p. 1 tl. \$4.50. Min. rate 1 p. wkly. 1 yr. \$32.00 insn.				
Shoe Retailer...Trade...Sat	* 6,900			2-14 -140
1-16 p. 1 tl. \$4.50. Min. rate 1 p. wkly. 1 yr. \$32.00 insn.				
Superintendent & Foreman□...Shoe Trade... Wed	* 5,246			2-13 -119
1 p. 1 tl. \$20.00. Min. rate 1 p. mo. 1 yr. \$17.00 insertion.				
Universalist Leader...Univer...Sat		2.10		3-13 -140
Min. rate 1 in. wkly. 1 yr. \$1.36½ inch.				
Wellspring...Cong...Sat	* 106,480	6.30	5.60 A	4-13½ -200
† Official Y. P.'s paper of the Congregational Church.				
Youth's Companion...Family...Thur	* 450,645	36.40	34.58 A	4-13 -200
Zion's Herald...Meth...Wed		2.80	1.75 A	3-14 -157
Monthly Publications.				
American Photography...Tech...M	* 12,498	4.00		2-16 -112
Min. rate 1 p. mo. 1 yr. \$50.00 insertion.				
American Primary Teacher...Educ M ex July and August.....		1.75		3-13 -143
Min. rate ¼ p. 1 tl. \$7.50.				
Architectural Review...Tech...M				4-13 -168
¼ p. 1 tl. \$8.00. Min. rate 1 p. mo. 1 yr. \$41.67 insn.				
Atlantic Monthly□...Lit...M		7.00		2-16 -112
Min. rate ¼ p. 1 tl. \$25.00.				
Brickbuilder□...Architectural...M	⊙ 5,395			2-22½ -147
¼ p. 1 tl. \$22.00. Min. rate 1 p. mo. 1 yr. \$80.00 insn.				
Congregational Sunday School Lesson Books (Pilgrim Series) Home Department Quarterly..... Intermediate Quarterly Junior Quarterly Senior Quarterly 1 p. 1 tl. 3d cover \$400.00, 4th cover \$500.00 flat.				
				2-15 -100
				2-15 -100
				2-15 -100
				2-15 -100
Four Seas...Lit...M		1.25	1.25 F	2-16 -112
Hibernian...Irish Nationalists...S-M		2.10	1.40 G	4-15 -210
Home Needlework Magazine□...Fancywork...M.⊙	74,780	7.00		2-16 -112
Min. rate ¼ p. 1 tl. \$20.00.				
Massachusetts Medical Journal...Med...M.....	⊙ 10,470			1-28 - 90
¼ p. 3 mos. \$3.34 insn. Min. rate 1 p. mo. 1 yr. \$5.00 insn.				
Missionary Herald□...Cong...M	⊙ 11,994	2.10	1.12½ A	2-14 -112
Missions...Bap...M		3.50		2-16 -112
Min. rate ¼ p. 1 tl. \$12.50.				

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MASSACHUSETTS—Continued.				1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Boston—Continued.						
Monthly Publications.						
Modern Priscilla□...Fancywork..M© 417,733				28.00		4-13½-168
Min. rate ¼ p. 1 ti. \$285.00.						
¶ This circulation rating of Modern Priscilla is hereby guaranteed by the Charles H. Fuller Company in the sum of \$100. The plan of this guarantee and permission to audit is fully explained on page 4.						
Musician..Musical..M ———				3.50		3-17 -161
Min. rate 1 inch mo. 1 yr. \$2.62½ inch.						
National Magazine..Lit..M ———				14.00		2-16 -112
Min. rate ¼ p. mo. 1 yr. \$22.50 insertion.						
National Sportsman..Sports..M© 57,729				6.30		2-16 -112
Min. rate ¼ p. 1 ti. \$25.20.						
New England Magazine□...Lit..M..... ———				4.69		2-15 -112
Min. rate 1 p. mo. 1 yr. \$80.00 insertion.						
Our Dumb Animals..Educ..M© 57,500				5.00		3-15 -140
Min. rate 1-3 p. mo. 1 yr. \$45.00.						
Photo Era..Tech..M ———				4.50		2-16 -112
Min. rate ½ p. mo. 1 yr. \$27.00 insertion.						
Pigeon News..Pigeons..S-M ———				1.00		3-14 -140
Min. rate ½ p. a-mo. 1 yr. \$4.16 insertion.						
Pilgrim Teacher..Cong..M ———				2.10		2-15½-100
Min. rate 1 p. 1 ti. \$25.00.						
Popular Educator□...Educ..M ex July & Aug..© 42,216				2.80		3-13½-147
Min. rate 1 p. 1 ti. \$70.50.						
Popular Photography..Photo..M*				3.75		2-16 -112
Min. rate 1 p. mo. 1 yr. \$30.00 insertion.						
Primary Education□...Educ..M ex July & Aug.© 81,233				4.20		3-13½-147
Min. rate 1 p. 1 ti. \$114.50.						
Profitable Poultry & Horticulture..Poultry..M.. ———				2.10	1.20 A	3-13 -140
St. Andrew's Cross..Epis..M© 8,500				2.50		2-16 -112
Min. rate 1 p. mo. 1 yr. \$24.00 insertion.						
School Arts Magazine..Educ..M ex July & Aug* 12,000				5.00		2-16 -119
Min. rate 1 p. 10 mo. \$45.00 insertion.						
Something-To-Do..Non-Part..M© 50,000				5.00		2-16 -119
Min. rate ¼ p. 1 ti. \$12.50.						
Textile World Record..Trade..M© 5,236						2-16½-115
1-16 p. 1 ti. \$4.50. Min. rate 1 p. mo. 1 yr. \$41.67 insn.						
{ Wilde Sunday School Lesson Books (Peloubet Series) }						
{ Senior Quarterly }						2-15 -100
{ Junior Quarterly }						2-15 -100
{ Intermediate Quarterly }						2-15 -100
Inside cover \$400.00, back cover \$500.00 flat.						
Woman's Missionary Friend..Meth..M.....© 51,153				2.80		2-16½-115
Min. rate 1 inch mo. 1 yr. \$2.10 inch.						
Brockton (K 5)—Pop. 56,878.						
Daily Newspapers.						
Enterprise□...Ind..Eve ex Su.....© 12,137				.40	.40 F	7-13 -308
Times□...Ind..Eve ex Su.....*				.49	.49 F	7-13 -294
Cambridge (K 4)—Pop. 104,839.						
Daily Newspapers.						
Standard..Ind..Eve ex Su..... ———						7-13 -287
Harvard Crimson..College..Morn ex Su.....*				4,000	.50	4-13½-189
(Published only during college year, 36 weeks.)						
Monthly Publications.						
Printing Art..Trade..M© 5,650						2-20 -133
½ p. 1 ti. \$15.00. Min. rate 1 p. mo. 1 yr. \$50.00 insn.						

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MASSACHUSETTS—Continued.

	1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Chelsea (K 4)—Pop. 32,452.			
<i>Daily Newspapers.</i>			
Record..Ind..Eve ex Su.....\$ 2,128	.50		7-13 -294
Clinton (H 4)—Pop. 13,075.			
<i>Daily Newspapers.</i>			
Item..Ind..Eve ex Su.....\$ 3,128	.50	.10 I	7-13 -287
East Northfield (E 3)—Pop. —.			
<i>Monthly Publications.</i>			
Record of Christian Work..Interdenom..M..... — Min. rate ¼ p. 1 tl. \$6.25.	3.50		2-14 -112
Fall River (K 7)—Pop. 119,295.			
<i>Daily Newspapers.</i>			
Globe..Dem..Eve ex Su..... — ‡ Fall River Globe, evening circulation 7,730 net. Globe guarantees largest circulation in Fall River. Member A. B. C. Carries more local advertising than any competitor.	.90	.30 N	7-13 -294
Herald☐..Ind..Eve ex Su.....© 7,375 ‡ The acid test in Fall River proves Evening Herald has largest circulation. Most automobile advertising. Most classified advertising. Most popular home paper. Independent editorials. Best local news service. Best advertising medium. Member A. B. C.	.28	.28 F	7-13 -300
L'Independent (Fr)☐..Rep..Eve ex Su.....\$ 3,353	.25	.25 F	7-13 -280
News☐..Rep..Eve ex Su.....© 7,216	.28	.28 F	8-13 -311
<i>Weekly Publications.</i>			
L'Independent (Fr)☐..Rep..Wed© 3,978	.25	.25 F	7-13 -280
Fitchburg (G 3)—Pop. 37,826.			
<i>Daily Newspapers.</i>			
News..Ind..Eve ex Su.....\$ 4,027 ‡ The one cent paper of Fitchburg. Circulation growing rapidly.	.50	.15 N	7-13 -287
Raivaaja (Finnish)☐..Socl..Eve ex Su.....© 9,000	.40	.25 N	7-13 -294
Sentinel☐..Rep..Eve ex Su.....\$ 4,696	.50	.15 ² / ₁₀ N	7-13 -294
<i>Weekly Publications.</i>			
New England Socialist☐..Socl..Fri.....© 7,000 (Name changed from Leader.)			7-13 -294
Framingham (J 4)—Pop. 12,948.			
<i>Daily Newspapers.</i>			
News..Ind..Eve ex Su..... — ‡ Framingham population now 15,000. The News circulation 4,100 net. Home delivered paper. Covers field thoroughly.	.50	.18 I	7-13 -287
Tribune..Ind-Rep..Eve ex Su..... —	.10	.10 F	7-13 -276
Gardner (G 3)—Pop. 14,699.			
<i>Daily Newspapers.</i>			
News..Rep..Eve ex Su.....© 3,035	.25	.10 N	7-13 -280
Gloucester (M 3)—Pop. 24,398.			
<i>Daily Newspapers.</i>			
Times☐..Ind-Rep..Eve ex Su.....\$ 7,066 ‡ Times is one of the best advertising mediums in Massachusetts. Home delivered circulation to over 95% of homes in Gloucester and surrounding territory.	.50	.20 N	7-13 -280

‡ Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

MASSACHUSETTS—Continued.				1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Greenfield (D 3)—Pop. 10,427.						
<i>Weekly Publications.</i>						
Gazette & Courier..Rep..Sat.....	—			1.00		7-13 -280
Min. rate 1 in. wkly. 1 yr. .23 inch.						
Haverhill (K 2½)—Pop. 44,115.						
<i>Daily Newspapers.</i>						
Gazette☐..Rep..Eve ex Su.....	\$ 9,973	.75	.24 N			7-13 -280
<i>Weekly Publications.</i>						
Le Citoyen (Fr)☐..Ind..Wed.....	© 2,054	.30	.15 N			7-13 -280
Sunday Record☐..Ind..Su	—	.65	.40 A			7-13 -336
‡ Sunday Record net paid 15,100. Every local advertiser uses Record. Covers thoroughly a wonderfully fertile field.						
Holyoke (D 5)—Pop. 57,730.						
<i>Daily Newspapers.</i>						
Telegram☐..Dem..Eve ex Su.....	\$ 8,325	.18	.18 F			7-13 -301
Transcript☐..Ind..Eve ex Su.....	\$ 10,257	1.00	.22½N			7-13 -300
<i>Monthly Publications.</i>						
Nautilus..New Thought..M	* 42,500	7.50				2-16 -112
Min. rate 1 p. 1 tl. \$90.00.						
Hudson (H 4)—Pop. 6,742.						
<i>Daily Newspapers.</i>						
Sun..Ind..Eve ex Su.....	—	.15	.10 N			6-13 -280
Lawrence (K 3)—Pop. 85,892.						
<i>Daily Newspapers.</i>						
{ Eagle☐..Dem..Morn ex Su..... }	\$ 11,717	.56	.28 G			7-13 -308
{ Tribune☐..Dem..Eve ex Su..... }						7-13 -308
Sun-American..Ind..Noon & Eve ex Su.....	—	.70	.30 N			7-13 -280
Su Morn	—	.50	.50 F			7-13 -280
Telegram☐..Rep..Eve ex Su.....	© 8,663	.75	.22½N			7-13 -280
Leominster (G 3½)—Pop. 17,580.						
<i>Daily Newspapers.</i>						
Enterprise..Rep..Eve ex Su.....	—	.40	.09 I			7-13 -287
Lowell (J 3)—Pop. 106,294.						
<i>Daily Newspapers.</i>						
Courier-Citizen☐..Non-Part						
Morn & Eve ex Su.....	\$ 16,603	.42	.42 F			7-13 -294
L'Etoile (Fr)☐..Ind..Eve ex Su.....	© 3,750	.35	.18 I			7-13 -280
Le Supplement (Fr)☐..Ind..Eve ex Su.....	© 2,955					7-13 -280
Sun☐..Dem..Eve ex Su.....	—	.42	.42 F			7-13 -280
<i>Weekly Publications.</i>						
Sunday Telegram☐..Ind..Su	© 17,319	.70	.30 N			8-12½-308
Lynn (L 4)—Pop. 89,336.						
<i>Daily Newspapers.</i>						
Item☐..Rep..Eve ex Su.....	\$ 13,004	.50	.42 N			8-12½-308
‡ The Item (two cents) is the favorite home paper; always the leader; clean, reliable, newsy; circulation far exceeds other Lynn papers. Member of A. B. C.						
News☐..Ind-Rep..Eve ex Su.....	\$ 8,769	.75	.25 N			7-13 -280
‡ Lynn News. Largest home delivered circulation in Lynn. To thoroughly cover Lynn, use the News.						
Telegram☐..Dem..Eve ex Su.....	\$ 12,589	.28	.28 F			7-13 -280
Su Morn						

§ Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices. ‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 8. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

MASSACHUSETTS—Continued.

	1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Malden (K 4)—Pop. 44,404.			
<i>Daily Newspapers.</i>			
News..Rep..Eve ex Su.....	.45	.15 N	7-13 -287
† Malden News, circulation 7,400 net paid. Only daily paper in Malden. Delivered 95% of homes.			
Marlboro (H 4)—Pop. 14,579.			
<i>Daily Newspapers.</i>			
Enterprise..Ind..Morn ex Su.....	.12½	.12½F	7-13 -280
Melrose (K 3½)—Pop. 15,715.			
<i>Daily Newspapers.</i>			
News..Rep..Eve ex Su.....	.50	.15 N	7-13 -287
Milford (H 5)—Pop. 13,055.			
<i>Daily Newspapers.</i>			
Journal..Rep..Eve ex Su.....	.50	.10 N	7-13 -282
News..Ind..Eve ex Su.....	.18	.10 I	7-13 -283
New Bedford (L 7)—Pop. 96,652.			
<i>Daily Newspapers.</i>			
Independant (Fr)□..Rep..Eve ex Su.....	\$ 1,728		7-13 -280
Le Echo (Fr)..Ind..Eve ex Su.....	.35	.12 N	7-13 -280
Su Morn35	.12 N	7-13 -280
Le Journal (Fr)□..Rep..Eve ex Su.....	.50	.15 N	7-13 -280
Mercury□..Dem..Morn ex Su.....	} © 21,598	.42 F	7-13 -294
Standard□..Ind..Eve ex Su.....			
Su Morn	© 15,021	.42 F	7-13 -294
† The Standard and Mercury, members of the A. B. C., offer a home circulation that completely covers New Bedford and the surrounding territory. Active coöperation extended to all advertisers. Dealers are advised of campaigns and respond willingly with window and store displays. The circulation rating of the New Bedford Standard and Mercury is guaranteed by the Charles H. Fuller Company. See page 4.			
Times□..Ind..Eve ex Su.....	.30	.18 N	7-13 -280
Su Morn30	.18 N	7-13 -280
<i>Weekly Publications.</i>			
Independents (Portugese)□..Thur	© 4,500		7-13 -280
Newburyport (L 2)—Pop. 14,949.			
<i>Daily Newspapers.</i>			
Herald..Rep..Morn ex Su.....	.50	.08 N	7-13 -280
News□..Ind-Rep..Eve ex Su.....	\$ 5,538	1.00	.18½N 7-13 -280
† Newburyport News net paid circulation 5,641. Minimum rate 18½c. The only evening daily in its field. Covers thoroughly one of the richest territories in Massachusetts for advertisers.			
North Adams (B 3)—Pop. 22,019.			
<i>Daily Newspapers.</i>			
Herald..Ind..Morn ex Su.....	.12	.12 F	7-13 -280
Transcript□..Rep..Eve ex Su.....	\$ 5,068	.50	.16½M 7-13 -294
Northampton (D 4)—Pop. 19,431.			
<i>Daily Newspapers.</i>			
Gazette□..Rep..Eve ex Su.....	.50	.15½N	7-13 -280
Herald..Ind..Eve ex Su.....	.50	.10 N	7-13 -294
North Attleboro (J 5½)—Pop. 9,562.			
<i>Daily Newspapers.</i>			
Chronicle□..Ind..Eve ex Su.....	.50	.10 N	7-13 -294

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

MASSACHUSETTS—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Pittsfield (A 4)—Pop. 32,121.				
<i>Daily Newspapers.</i>				
Eagle☐...Ind-Rep..Eve ex Su.....	\$ 12,374	.50	.22 I	7-13 -308
Journal...Dem..Eve ex Su.....	—	.20	.14 L	7-13 -287
<i>Weekly Publications.</i>				
Call☐...Ind..Su	© 2,984			7-13 -280
Eagle☐...Rep..Wed	* 14,108	.50	.26 E	7-13 -308
Quincy (L 4½)—Pop. 32,642.				
<i>Daily Newspapers.</i>				
Ledger..Non-Part..Eve ex Su.....	\$ 3,137	.50	.20 N	7-13 -280
Telegram..Ind..Eve ex Su.....	\$ 1,747	.15	.15 F	7-13 -280
<i>Monthly Publications.</i>				
Granite Cutter's Journal..Trade..M.....	—	1.50	1.50 F	3-13 -129
Salem (L 3½)—Pop. 43,697.				
<i>Daily Newspapers.</i>				
News☐...Ind..Eve ex Su.....	\$ 18,325	1.00	.40 N	8-12 -311
<i>Weekly Publications.</i>				
Le Courrier de Salem (Fr)☐...Ind..Mon & Thur©	4,090	.25		7-13 -280
Min. rate 1 inch wkly. 1 yr. .15 inch.				
<i>Monthly Publications.</i>				
Black Cat..Lit..M	© 40,000	4.20		2-16 -112
Min. rate ¼ p. 1 tl. \$15.00.				
Little Folks..Juv..M	* 100,000	7.00		2-15 -112
Min. rate ¼ p. mo. 6 mos. \$24.75 insertion.				
Springfield (D 5)—Pop. 88,926.				
<i>Daily Newspapers.</i>				
News☐...Ind-Dem..Eve ex Su.....	© 13,221	.60	.30 L	7-13 -280
‡ Springfield News, circulation 13,231 net paid. Gross over 15,000. The only exclusively evening paper in Springfield. Has the largest city circulation. Its circulation is all within the shopping radius. The best buy in Springfield.				
Republican☐...Ind..Morn ex Su.....	© 14,304	1.20		7-13½-283
Su Morn	© 16,212	1.20		7-13½-283
Min. rate 1,500 inches in 1 yr. daily or Su .60 inch.				
Union☐...Rep..Morn ex Su.....	} © 27,494	1.40	.84	7-13 -308
Eve ex Su.....				7-13 -308
Su Morn				7-13 -308
Min. rate Su. 1 inch 52 tl. 1 yr. .70 inch.				
‡ The Union is the leading advertising medium in Springfield—a prosperous city of over 100,000, with a trading population of more than 350,000 people. During past year The Morning Union (independent of evening edition) carried 1,114,566 more agate lines of advertising than any paper in its field. Sworn statements of publishers to Postoffice Department show The Union has nearly as much paid circulation as its morning and evening contemporaries combined and 81 8-10% more than its nearest contemporary. Send for 32-page booklet entitled, "Where Every Copy of The Union goes."				
<i>Weekly Publications.</i>				
American Agriculturist..Agrl..Sat				
(Listed at New York City.)				
Northwest Farmstead..Agrl..Sat				
(Listed at Minneapolis, Minn.)				
Orange Judd Farmer..Agrl..Sat.....				
(Listed at Chicago, Ill.)				

\$ Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices. ‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

MASSACHUSETTS—Continued.**Springfield—Continued.****Weekly Publications.**

	1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Orange Judd New England Homestead..Agri Sat Min. rate 1 p. 1 ti. \$275.00.	5.60		4-13 -193

Republican□..Ind..Thur Southern Farming..Agri..Sat (Listed at Atlanta, Ga.)	1.20	.70 N	7-13½-283
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Monthly Publications.

Candle Stick Magazine..Lit..M.....	7.00	7.00 F	4-13½-186
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Commercial Travelers' Magazine..Coml Travelers Quar			2-16 -112
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¼ p. 1 ti. \$22.50. Min. rate 1 p. mo. 4 mos. \$67.50 insertion.

Farm & Home (Eastern edn)..Agri..S-M.... } Farm & Home (Western edn)..Agri..S-M.... }	35.00		4-13 -193
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Rate for Eastern edn. alone \$16.50 in. Western edn.
\$21.00 in. Min. rate 1 p. 1 ti. both edns. \$1,750.00.
Eastern edn. alone \$850.00; Western edn. \$1,050.00.
(Western edition dated at Chicago, Ill.)

Kindergarten Review..Educ..M ex July & Aug.. Min. rate 1 p. 1 ti. \$30.00.	2.10		2-14 -105
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Stoneham (K 3½)—Pop. 7,090.

Daily Newspapers.

Enterprise..Ind..Eve ex Su.....*	500	.25	.15 A 6-13 -238
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Stoughton (K 5)—Pop. 6,316.

Monthly Publications.

Poultry Index..Poultry..M	2.00	1.70 G	3-13 -140
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Taunton (K 6)—Pop. 34,259.

Daily Newspapers.

Gazette□..Rep..Eve ex Su.....\$	5,913	.75	.20 I 4-13 -308
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Herald-News□..Rep..Eve ex Su.....\$	4,470	.35	.21 N 7-13 -276
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† Taunton Herald News circulation is now 5,602. The oldest and best Taunton newspaper. Will co-operate in every way with the advertiser.

Wakefield (K 3½)—Pop. 11,404.

Daily Newspapers.

Item..Ind..Eve ex Su.....\$	2,265	.50	.10 N 7-13 -280
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Waltham (J 4)—Pop. 27,834.

Daily Newspapers.

Free Press-Tribune..Rep..Eve ex Su.....\$	3,950	.50	
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Min. rate 1 in. daily 1 yr. .12½ inch.

News..Rep..Eve ex Su.....\$	3,100	.75	.21 N 7-13 -280
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Westfield (C 5)—Pop. 16,044.

Monthly Publications.

National Grange Monthly..Frat..M.....	2.10	1.68 A	4-13 -175
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Woburn (K 3½)—Pop. 15,308.

Daily Newspapers.

Times..Ind..Eve ex Su.....\$	2,900	.20	.12 I 7-13 -280
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Worcester (G 4½)—Pop. 145,986.

Daily Newspapers.

Gazette□..Ind..Eve ex Su..... † The Gazette has the largest circulation of any evening paper in Massachusetts outside of Boston. The Gazette guarantees largest circulation in the city of Worcester of any daily paper. The Gazette is distinctively the home paper and is read in nearly every home in the city.	21,588	.70	.49 L 8-13 -294
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‡ Government statement—See page 5. *Gross circulation. ©Net circulation. □ Can use matrices.
† Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

MASSACHUSETTS—Continued.	1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Worcester—Continued.			
Daily Newspapers.			
L'Opinion Publique (Fr)☐...Rep..Eve ex Su...© 5,724	.75	.20 N	6-14½-287
Post☐...Ind-Dem..Eve ex Su.....© 13,000	.50	.30 D	7-13 -294
¶ The Daily Post is the only democratic newspaper in Central Massachusetts. The circulation of the Daily Post is not duplicated. See net statement.			
Telegram☐...Rep..Morn ex Su..... } © 26,236	.70	.70 F	8-13 -301
Su Morn }	.70	.70 F	8-13 -301
¶ The Worcester trading zone of 400,000 population is so completely dominated by the Worcester Telegram that an advertiser needs to use no other medium to cover this rich community. Kelly-Smith Co., Representatives, 220 Fifth Avenue, New York, and Lytton Building, Chicago.			
Weekly Publications.			
Skandinavia (Swed)☐...Ind..Wed© 13,200	.56	.44½L	8-13 -294
Svea (Swed)☐...Ind..Wed© 19,890	.84	.75½G	7-13 -308
¶ Svea absorbed Ostern Harold. Largest sworn circulation, 19,800, exceeding combined circulation of all other Swedish newspapers in New England States.			

§ Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices.
¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

MICHIGAN—Pop. 2,810,173.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Adrian (G 8)—Pop. 10,763.				
<i>Daily Newspapers.</i>				
Telegram □ ..Ind..Eve ex Su.....	© 10,018	.42	.24 I	7-13 -294
‡ 10,000 subscribers in a county of 50,000 population tells the story of the Telegram. Member A. B. C.				
<i>Monthly Publications.</i>				
Michigan Patron..Grange..M	—	1.40	.70 C	7-13 -294
Albion (G 7)—Pop. 5,832.				
<i>Daily Newspapers.</i>				
Recorder..Prog..Eve ex Su.....	\$ 1,630	.12	.12 F	7-13 -276
Allegan (F 7)—Pop. 3,419.				
<i>Weekly Publications.</i>				
Gazette..Rep..Sat	© 4,100	.25	.12½ I	6-13 -276
Alpena (H 4½)—Pop. 12,706.				
<i>Daily Newspapers.</i>				
Echo..Rep..Eve ex Su.....	\$ 1,956	.20	.10 N	7-13 -280
News..Ind-Rep..Eve ex Su.....	\$ 2,385	.10	.10 F	7-13 -280
Ann Arbor (H 7)—Pop. 14,817.				
<i>Daily Newspapers.</i>				
Michigan Daily..Collegiate..Morn ex Mon.....	© 2,000	.35	.14 N	6-13 -266
(Published only during college year.)				
Times-News □ ..Ind..Eve ex Su.....	© 6,974	.35	.15 N	7-13 -280
<i>Weekly Publications.</i>				
Post (Ger)..Ind..Thur	© 3,000	.15	.15 F	9-13 -280
<i>Monthly Publications.</i>				
Michigan Alumnus..Coll..M ex July & Aug....	© 6,500	2.00		2-16 -112
Min. rate 1 p. mo. 1 yr. \$12.50 insertion.				
Battle Creek (F 7)—Pop. 25,267.				
<i>Daily Newspapers.</i>				
{ News □ ..Ind-Rep..Eve ex Su..... }	\$ 4,883	.35	.28 G	{ 7-13 -294
{ Enquirer □ ..Ind-Rep..Morn ex Mon..... }	© 6,933			
Su Morn	© 7,370			
‡ The Battle Creek Morning Enquirer and Evening News reach all but 300 of the families in Battle Creek, and have a large outside circulation.				
"Business is good in Battle Creek."				
Journal □ ..Ind..Eve ex Su.....	\$ 3,762	.30	.20 N	7-13 -294
Su Morn				
‡ Only 2 cent paper. Circulation in excess of 4,500. Nearly all carrier delivery. Knill Chamberlain Hunter, Inc., Rep.				
<i>Monthly Publications.</i>				
Good Health..Hygiene..M	—			1-24 - 98
Flat rate ¼ p. 1 ti. \$25.00.				
Michigan Poultry Breeder..Poultry..M.....	© 23,561	1.50		3-13 -140
Min. rate 1 in. mo. 1 yr. \$1.00 insertion.				

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. ‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

MICHIGAN.

Cities and Towns of—	No.	Pop.
100,000 inhabitants or more.....	2	578,387
50,000 to 100,000 inhabitants	1	50,510
25,000 to 50,000 inhabitants	6	211,082
10,000 to 25,000 inhabitants	15	203,817
5,000 to 10,000 inhabitants	24	166,749
2,500 to 5,000 inhabitants	31	119,603



MICHIGAN.

	No.	Pop.
Urban territory		1,327,044
Rural territory		1,483,129
Cities and villages of less than 2,500 inhabitants.....	357	285,955
Other rural territory		1,197,174
Total number of dwellings in state		618,222
Total number of families in state.....		657,418

MICHIGAN—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Bay City (H 6)—Pop. 45,166.				
<i>Daily Newspapers.</i>				
Times☐..Ind..Eve ex Su.....	\$ 13,034	.56	.28 I	7-13 -297
Tribune☐..Rep..Morn ex Su.....	◎ 10,311	.35	.28 B	7-13½-301
Su Morn	◎ 10,677	.35	.28 B	7-13½-301
† Oldest paper in Northeast Michigan. Only Sunday paper. Completely covers field. Member A. B. C. Knill Chamberlain Hunter, Inc., Representatives.				
<i>Weekly Publications.</i>				
National Farmer..Agrl..Thur	—	2.10	2.10 F	4-13 -213
Benton Harbor (E 7½)—Pop. 9,185.				
<i>Daily Newspapers.</i>				
Leader..Ind..Eve ex Su.....	—	.10	.10 F	7-13 -280
News-Palladium..Rep..Eve ex Su.....	—	.28	.14 G	7-13 -294
<i>Weekly Publications.</i>				
Tribune☐..Dem..Thur	◎ 2,500	.21	.14 G	6-13 -280
Big Rapids (F 6)—Pop. 4,519.				
<i>Daily Newspapers.</i>				
Bulletin..Ind..Eve ex Su.....	—	.08	.08 F	6-13 -280
Pioneer..Rep..Eve ex Su.....	\$ 1,000	.10	.10 F	6-13 -280
Cadillac (F 5)—Pop. 8,375.				
<i>Daily Newspapers.</i>				
News..Ind-Rep..Eve ex Su.....	\$ 3,680	.14	.14 F	7-13 -280
Calumet (C 3)—Pop. (Twp.) 32,845.				
<i>Daily Newspapers.</i>				
News..Rep..Eve ex Su.....	\$ 3,104	.15	.10 N	7-13 -287
Caro (H 6)—Pop. 2,272.				
<i>Weekly Publications.</i>				
Advertiser..Rep..Fri	* 5,179	.25	.25 F	7-13 -280
Charlotte (G 10)—Pop. 4,886.				
<i>Weekly Publications.</i>				
Tribune..Prog-Rep..Wed	◎ 4,754	.25	.20 A	6-13 -280
Cheboygan (G 4)—Pop. 6,859.				
<i>Daily Newspapers.</i>				
Tribune..Rep..Eve ex Su.....	\$ 1,648	.12		7-13 -308
Min. rate 3 tl. same ad .08 inch.				
Goldwater (F 8)—Pop. 5,495.				
<i>Daily Newspapers.</i>				
Reporter..Ind..Eve ex Su.....	\$ 2,390	.15	.08 I	7-13 -287
<i>Weekly Publications.</i>				
Reporter..Ind..Tu & Fri.....	◎ 3,185	.15	.08 I	7-13 -287

§ Government statement—See page 5. * Gross circulation. ◎ Net circulation. ☐ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

MICHIGAN—Continued.

Detroit (H 7)—Pop. 465,766.

Daily Newspapers.

	1 time rate per inch	Minimum rate per inch	Number of columns, width and length
{ Abendpost (Ger)...Lib-Rep..Eve ex Su.....	1.40	.56 N	7-13 -280
{ Sonntagsblatt (Ger)...Lib-Rep..Su Morn.....	1.40	.56 N	7-13 -280
Dziennik Polski (Polish)□...Ind..Eve ex Su... \$ 7,749	.25	.25 F	7-13 -280
Free Press□...Ind-Rep..Morn ex Su..... \$ 75,359	1.82	1.26 G	8-12 -294
Su Morn \$ 111,816	2.10	1.54 G	8-12 -294
Journal□...Ind-Rep..Eve ex Su..... \$ 88,301	1.96	1.26 G	8-12 -294
Legal News...Legal..Daily ex Su.....	.75		6-13 -280
Min. rate 1 in. daily 1 yr. .40 inch.			
News□...Ind..Eve ex Su..... © 155,498	2.80	2.10 G	8-12 -308
News-Tribune□...Ind..Su Morn © 115,059	2.10	1.54 G	8-12 -308
(Name changed from Tribune to News-Tribune Feb. 7, 1915.)			
Times□...Ind..Eve ex Su..... © 35,861	2.10	.84 N	8-12½-294

Weekly Publications.

Angelus...Cath..Su	1.40		4-13 -175
Min. rate 1 in. wkly. 1 yr. \$1.12 inch.			
Courier...Ind..Sat	1.00		7-13 -294
Min. rate 1 in. wkly. 1 yr. .50 inch.			
Familien-Blaetter (Ger)...Lib-Rep..Tu & Fri....	.75	.75 F	7-13 -294
Der Herold (Ger)...Lab..Fri.....	.40	.20 I	7-13 -280
Detroitter...City Interests..Mon © 3,800	2.00		3-15 -140
Min. rate 1 p. 1 tl. \$25.00.			
Journal□...Ind-Rep..Tu & Thur..... © 4,240	.84	.84 F	8-12 -294
Michigan Christian Advocate..Meth..Sat..... © 19,002	1.68	1.40 A	5-13 -217
Michigan Farmer..Agrl..Sat © 30,676	5.60	5.60 F	4-13 -192
Michigan Investor□...Finan..Sat © 4,300	1.25		3-16 -149
Min. rate 1 p. wkly. 1 yr. \$16.00 insertion.			
Michigan Manufacturer & Financial Record			
Indus'l & Finan..Sat *	8,000	1.25	3-16 -150
Min. rate 1 p. wkly. 1 yr. \$25.00 page.			
Saturday Night...Ind.. Sat	2.10	1.40 G	6-13 -273
Die Stimme der Wahrheit (Ger)...Cath..Thur...	.80	.80 F	7-13 -280
(Date also at Cleveland, O. Rate covers both editions.)			

Monthly Publications.

Advance Advocate□...Labor..M © 20,821	1.40		4-13 -178
Page rate \$70.00.			
American Boy...Juv..M	14.00		4-13½-200
Min. rate ¼ p. 1 tl. \$175.00.			
Circulation, net monthly edition, or rebate, guaranteed by American Boy.....	200,000		
Bay View Magazine..Lit..M ex June, July, Aug & Sept	17,250	2.50	2.50 F 2-15 -105
Bee Hive..Frat..M	226,330	14.00	14.00 F 4-13½-175
Bulletin of Pharmacy□...Drug Trade..M..... *	17,450		2-18 -126
1-16 p. 1 tl. \$7.00. Min. rate 1 p. mo. 1 yr. \$50.00 insn.			
Business..Efficiency..M	7.00	7.00 F	3-16 -140
Concrete-Cement Age..Trade..M © 5,932			2-20 -140
1-16 p. 1 tl. \$8.00. Min. rate 1 p. mo. 1 yr. \$80.00 insn.			
Fraternal Index..Frat..M	17,000	1.00	1.00 F 4-13 -196
Gateway..Lit..M	27,550	4.00	3.00 B 2-13 -112
Gleaner & Business Farmer..Agrl..S-M..... © 38,996	5.60	5.60 F	4-13 -190
Michigan Dairyman..Dairying..S-M70	.70 F	4-13 -168
Michigan Roads & Forests□...Good Roads..M... © 2,900	2.50		3-16 -149
Min. rate 1 p. mo. 1 yr. \$25.00 insertion.			

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
 † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
 are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
 average circulation for six months ending September 30, 1914, unless otherwise noted.

MICHIGAN—Continued.**Detroit—Continued.****Monthly Publications.**

	1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Modern Methods..Efficiency..M © 52,021 Min. rate 1 in. mo. 6 mos. \$3.80 inch.	4.00		2-16 -112
‡ Modern Methods Magazine, Detroit, Mich., circulation over 60,000. Reaches high-class office and business men. Five great departments found in no other magazine. Closing dates, 20th of month preceding date of issue. Confined strictly to office circulation which cannot be reached in any other way. Reasonable rates to advertisers and always big and satisfactory returns.			
Motorman & Conductor..Labor..M © 59,150 Min. rate ¼ p. 1 tl. \$12.50.	3.50		2-15 -112
Penberthy Engineer & Fireman..Tech..M ¼ p. 1 tl. \$15.00. Min. rate 1 p. mo. 1 yr. \$35.00 insn.			2-13 - 98
Pere Marquette Monthly Magazine..Lit..M ¼ p. mo. 6 tl. \$8.33 insn. Min. rate 1 p. 1 tl. 6 mos. \$41.67 insertion.			2-13½-110
Retail Druggist..Phar..M Min. rate 1 p. mo. 1 yr. \$40.00 insertion.	3.00		2-19½-126
Stellar Ray..New Thought..M Min. rate ½ p. 1 tl. \$15.00.	3.00		2-13 - 98
Therapeutic Gazette □ ..Med..M * 15,000 1-16 p. 1 tl. \$7.00. Min. rate 1 p. mo. 6 mos. \$41.67 insn.			2-18 -126

Dowagiac (E 7½)—Pop. 5,088.

Daily Newspapers.

News..Ind..Eve ex Su12	.12 F	7-13 -280
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Escanaba (D 4)—Pop. 13,194.

Daily Newspapers.

Mirror..Rep..Eve ex Su10	.10 F	7-13 -280
Press..Rep..Morn ex Mon12½	.10 N	7-13 -280

Flint (H 6½)—Pop. 38,550.

Daily Newspapers.

Journal □ ..Ind..Eve ex Su © 18,277	.56	.42 G	7-13 -298
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Grand Rapids (F 6½)—Pop. 112,571.

Daily Newspapers.

Herald □ ..Rep..Morn & Su \$ 35,407	.98	.56 L	7-13 -294
News □ ..Ind..Eve ex Su © 22,270	.56	.56 F	7-13 -297
‡ The News reaches the live, enterprising people of Grand Rapids. Distinctly a local newspaper sold and read on its merits. No commercial premiums to obtain city subscribers. Has for three years surpassed its competitors in local advertising gains. Represented in Chicago and New York by Cone, Lorenzen & Woodman.			
Press □ ..Ind..Eve ex Su \$ 71,556	1.40	1.12 G	7-13½-308

Weekly Publications.

Banner..Chr Ref Church..Thur © 3,500			3-14 -140
De-Calvinist (Hollandish)..Relig..Sat35	.21 I	6-13 -280
Michigan Tradesman □ ..Coml..Wed © 9,300 Min. rate 1 in. wkly. 1 yr. .80 inch.	1.00		4-13 -168

Monthly Publications.

American Cheesemaker □ ..Trade..M © 7,000 Min. rate 1 in. mo. 1 yr. \$1.00 inch.	2.00		4-13 -168
De Hollandsche Farmer (Holland)..Agrl..M © 25,000	1.40	1.40 F	4-13 -196
De Hulsvriend (Holland)..Relig..M © 15,000	.98	.98 F	3-13 -126
Fruit Belt..Hort..M * 40,000	2.80	2.80 F	4-13 -200
Furniture Record..Trade..M © 3,589 Min. rate 1 p. mo. 1 yr. \$33.34 insertion.	5.00		2-20 -140

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MICHIGAN—Continued.**Grand Rapids—Continued.****Monthly Publications.**

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Het Ideaal (Holland)..Family..M	© 9,000	.98	.98 F	4-13 -196
Mechanical Digest□..M O Mech..M.....*	25,000	2.10	2.10 F	3-13 -138
Poultry Pointers□..Poultry..M	© 23,032	1.40		4-13 -189

(Circulation rating is for January, 1915, issue only.)

(Moved from Kalamazoo Oct. 1, 1914.)

Min. rate 1 p. 1 tl. \$70.00.

‡ Leading in central states. Now published by Mr. A. P. Johnson. March, 1915, issue exceeding 80,000. Poultry breeders swear by it. Poultry Pointers is 15 years old. It is printed in 10-point type and is Michigan's cleanest, snappiest and most reliable poultry journal.

• **Greenville (F 6½)—Pop. 4,045.**

Daily Newspapers.

Call..Ind..Eve ex Su.....	© 1,007	.05	.05 F	6-13 -280
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Hancock (C 2½)—Pop. 8,981.

Daily Newspapers.

Copper Journal□..Ind..Eve ex Su.....	\$ 4,300	.25	.14 N	7-13 -294
Tyomies (Finn)..SocI..Eve ex Su.....				

(Moved to Superior, Wis., in December, 1914.)

Weekly Publications.

Amerikan Suometar (Finn)..Luth				
Tu, Thur & Sat.....*	5,028	.50		7-13 -294

Min. rate 1 in. wkly. 6 mos. .20 inch.

Hastings (F 7)—Pop. 4,382.

Weekly Publications.

Banner□..Rep..Thur	© 5,200	.16	.16 F	7-13 -280
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Hillsdale (G 8)—Pop. 5,001.

Daily Newspapers.

Hillsdale Daily□..Ind..Eve ex Su.....	\$ 4,308	.15	.15 F	7-13 -287
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Holland (E 7)—Pop. 10,490.

Daily Newspapers.

Sentinel..Ind..Eve ex Su.....	\$ 1,381	.10	.10 F	6-13 -280
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Weekly Publications.

De Wachter (Hollandish)..Chr Ref Church..Wed	—	.65	.10 N	6-13 -276
De Grondwet (Hollandish)..Rep..Mon.....	© 7,000	1.00	.15 N	6-13 -276

Houghton (C 2½)—Pop. 5,113.

Daily Newspapers.

Mining Gazette□..Rep..Morn ex Mon.....	© 6,863	.25	.15 N	7-13 -301
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‡ Absolutely supreme in upper peninsula of Mich. You can practically cover this field with this paper. G. Logan Payne Co.

Ionia (F 10)—Pop. 5,050.

Daily Newspapers.

Sentinel..Rep..Eve ex Su.....	—	.20	.05 I	7-13 -304
Standard..Dem..Eve ex Su.....	© 740			7-13 -301

Iron Mountain (C 4)—Pop. 9,216.

Daily Newspapers.

Tribune-Gazette..Rep..Eve ex Su.....	—	.20		7-13 -308
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Min. rate 1 in. daily 1 yr. .06 inch.

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. ‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

MICHIGAN—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Ishpeming (D 3)—Pop. 12,448.				
<i>Weekly Publications.</i>				
Superior Posten (Swed)..Rep..Sat.....	© 5,440	.25	.15 N	6-13 -280
Jackson (G 7)—Pop. 31,433.				
<i>Daily Newspapers.</i>				
Citizen-Press☐..Ind..Eve ex Su.....	© 13,351	.42	.28 G	7-13 -300
Patriot☐..Ind..Morn ex Su & Mon.....	\$ 10,840	.42		7-13 -297
Su Morn	\$ 11,753	.42		7-13 -297
Min. rate 300 inches in 1 yr. .28 inch.				
† The Patriot, Jackson's foremost newspaper, thoroughly covers 35 square miles of territory, containing prosperous small cities and towns. No liquor or questionable medical advertising run. Member of A. N. P. A., Gilt Edge Newspapers and A. B. C.				
Kalamazoo (F 7)—Pop. 39,437.				
<i>Daily Newspapers.</i>				
Gazette☐..Dem..Morn ex Mon.....	\$ 16,556	.49	.28 D	8-12½-298
Telegraph-Press☐..Ind..Eve ex Su.....	\$ 12,663	.56	.32 D	7-13 -294
† Kalamazoo is a manufacturing city, essentially an evening paper city. Member A. B. C. Knill Chamberlain Hunter, Inc., Rep.				
<i>Weekly Publications.</i>				
Hollandische Amerikaan (Hollandish)..Ind Mon, Wed & Fri	—	.30	.18 N	7-13 -304
Progressive Herald☐..Ind-Prog..Fri	© 5,000	.60	.28 N	6-13 -278
Telegraph..Rep..Tu & Fri.....	—	.25	.25 F	7-13 -294
<i>Monthly Publications.</i>				
Poultry & The Suburban Farmer..Poultry..M..	—	2.80		4-13 -168
Min. rate ¼ p. mo. 1 yr. \$23.52 insertion.				
Lansing (G 7)—Pop. 31,229.				
<i>Daily Newspapers.</i>				
Press☐..Ind..Eve ex Su.....	\$ 8,072	.30	.20 N	7-13 -294
† Largest circulation in Lansing shopping territory. Member A. B. C. Knill Chamberlain Hunter, Inc., Rep.				
State Journal☐..Ind..Eve ex Su.....	© 14,558	.35	.35 F	7-13 -294
<i>Weekly Publications.</i>				
Moderator Topics☐..Educ..Thur	© 5,400	3.50		3-13 -136
Min. rate 1 p. wkly. 1 yr. (40 tl.) \$9.50 insertion.				
Lapeer (H 6½)—Pop. 3,946.				
<i>Weekly Publications.</i>				
Clarion..Rep..Thur	© 4,400	.18	.18 F	7-13 -301
Ludington (E 5½)—Pop. 9,132.				
<i>Daily Newspapers.</i>				
News☐..Ind..Eve ex Su.....	© 2,700	.15	.12 N	7-13 -280
Manistee (E 5)—Pop. 12,381.				
<i>Daily Newspapers.</i>				
News-Advocate..Ind..Eve ex Su.....	—			7-13 -285
(Daily News and Daily Advocate consolidated Oct. 5, 1914.)				
Marquette (D 3)—Pop. 11,503.				
<i>Daily Newspapers.</i>				
Chronicle..Ind-Rep..Eve ex Su.....	© 2,670	.20	.12 N	7-13 -287
Mining Journal..Ind..Morn ex Su.....	© 4,154	1.00	.15 N	7-13 -287

§ Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

MICHIGAN—Continued.

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Marshall (G 7)—Pop. 4,236.				
<i>Daily Newspapers.</i>				
Chronicle☐..Ind..Eve ex Su.....	\$ 1,870	.10	.10 F	7-13 -287
News-Statesman☐..Ind..Eve ex Su..... (Daily News & Daily Statesman were consolidated Feb. 10, 1914.)	—	.10	.08 N	7-13 -280
Menominee (D 4½)—Pop. 10,507.				
<i>Daily Newspapers.</i>				
Herald-Leader☐..Rep..Eve ex Su.....	© 3,645	.25	.15 N	7-13 -280
<i>Weekly Publications.</i>				
Herald-Leader☐..Rep..Tu & Fri.....	© 1,645	.24	.12 N	7-13 -280
Mt. Clemens (J 7)—Pop. 7,707.				
<i>Daily Newspapers.</i>				
Leader..Ind..Eve ex Su.....	\$ 2,000	.50	.07 N	7-13 -276
Mt. Pleasant (G 6)—Pop. 3,972.				
<i>Weekly Publications.</i>				
Enterprise..Ind-Rep..Fri	© 3,000	.15	.15 F	8-13 -308
Muskegon (E 6)—Pop. 24,062.				
<i>Daily Newspapers.</i>				
Chronicle☐..Ind..Eve ex Su.....	\$ 3,109	.35	.21 G	7-13 -294
Times☐..Rep..Morn ex Mon.....	\$ 5,375	.25	.25 F	7-13 -280
Niles (E 8)—Pop. 5,156.				
<i>Daily Newspapers.</i>				
Star☐..Ind..Eve ex Su.....	\$ 3,712	.12	.12 F	7-13 -280
Sun..Ind..Eve ex Su.....	\$ 1,425	.05	.05 F	7-13 -273
Owosso (G 6½)—Pop. 9,639.				
<i>Daily Newspapers.</i>				
Argus☐..Ind-Rep..Eve ex Su.....	* 3,444	.17	.15 B	7-13 -287
† Owosso city and Shiawassee county, 34,000 population, can only be successfully covered by using The Evening Argus. The Evening Argus has all home delivery circulation.				
Press-American..Ind..Eve ex Su.....	\$ 2,284	.20	.08 N	7-13 -287
Petoskey (G 5)—Pop. 4,778.				
<i>Daily Newspapers.</i>				
News & Resorter..Non-Polit..Eve ex Su.....	—			7-13 -290
Pontiac (H 7)—Pop. 14,532.				
<i>Daily Newspapers.</i>				
Press-Gazette☐..Ind..Eve ex Su.....	* 3,123	.35	.21 G	7-13 -297
Port Huron (J 6½)—Pop. 18,863.				
<i>Daily Newspapers.</i>				
Times-Herald☐..Ind..Eve ex Su.....	© 11,973	.35	.35 F	7-13 -294
† The Times-Herald thoroughly and exclusively covers the thumb of Michigan. Member Audit Bureau of Circulations.				
<i>Weekly Publications.</i>				
Sunday News☐..Ind..Su	© 2,500	.12½	.12½ F	7-13 -294
<i>Monthly Publications.</i>				
Ladies' Review☐..Frat..M	© 174,000	8.40		4-13 -175
Min. rate 1 p. 1 tl. \$350.00.				
Lady Maccabee☐..Frat..M	* 51,750	4.20	2.50 A	3-13½-168

§ Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

MICHIGAN—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Saginaw (H 6)—Pop. 50,510.				
<i>Daily Newspapers.</i>				
Courier-Herald □ .Ind-Rep. Morn ex Su & Mon.. ©	14,568	.56	.28 I	7-13 -301
Su Morn	© 15,210	.56	.28 I	7-13 -301
News □ ..Ind..Eve ex Su.....	\$ 18,617	.70	.42 I	7-13 -298
<i>Weekly Publications.</i>				
Journal (Ger) ..Ind..Sat	© 2,750	.13	.13 F	7-13 1-308
Post Zeitung (Ger) ..Ind..Thur	\$ 4,018	.30	.25 I	7-13 -294
St. Clair (J 7)—Pop. 2,633.				
<i>Monthly Publications.</i>				
Postmaster Everywhere..Postal..M	© 29,676	2.10	2.10 F	2-13 -105
St. Johns (G 6½)—Pop. 3,154.				
<i>Weekly Publications.</i>				
Republican..Rep..Thur	© 3,800	.20	.20 F	7-13 -287
St. Joseph (E 7½)—Pop. 5,936.				
<i>Daily Newspapers.</i>				
Herald..Rep..Eve ex Su.....	—	.10	.05 A	7-13 -294
Press..Rep..Eve ex Su.....	© 2,665	.12	.12 F	7-13 -294
<i>Monthly Publications.</i>				
Gas Power..Tech..M	© 20,000			2-17 -122
½ p. 1 tl. \$9.00. Min. rate 1 p. mo. 1 yr. \$45.00 insm.				
Thresherman's Review & Power Farming Trade..M	* 35,000	4.55	2.31 L	4-13 -180
Saugatuck (E 7)—Pop. 621.				
<i>Quarterly Publications.</i>				
Good Poultry..Poultry..Quar	© 17,500	2.80	2.80 F	2-13 -100
Sault Ste. Marie (G 3)—Pop. 12,615.				
<i>Daily Newspapers.</i>				
News □ ..Ind-Rep..Eve ex Su	\$ 3,409	.14	.14 F	7-13 -287
South Haven (E 11)—Pop. 3,577.				
<i>Daily Newspapers.</i>				
Tribune..Rep..Eve ex Su.....	\$ 2,000	.07	.07 F	6-13 -280
Three Rivers (F 8)—Pop. 5,072.				
<i>Daily Newspapers.</i>				
Commercial..Ind..Eve ex Su.....	© 2,196	.21	.10 C	7-13 -280
† For complete local data and merchandising co-operation ask Carpenter-Scheerer Co., Chicago, New York.				
Traverse City (F 5)—Pop. 12,115.				
<i>Daily Newspapers.</i>				
Record Eagle..Ind..Eve ex Su.....	\$ 4,045	.21	.19 C	7-13 -287
Union City (F 7½)—Pop. 1,340.				
<i>Monthly Publications.</i>				
National Barred Rock Journal..Poultry..M....	* 17,856	1.00	1.00 F	3-13 -126
Ypsilanti (H 7)—Pop. 6,230.				
<i>Daily Newspapers.</i>				
Press..Ind..Eve ex Su.....	—	.15	.09 N	7-13 -287

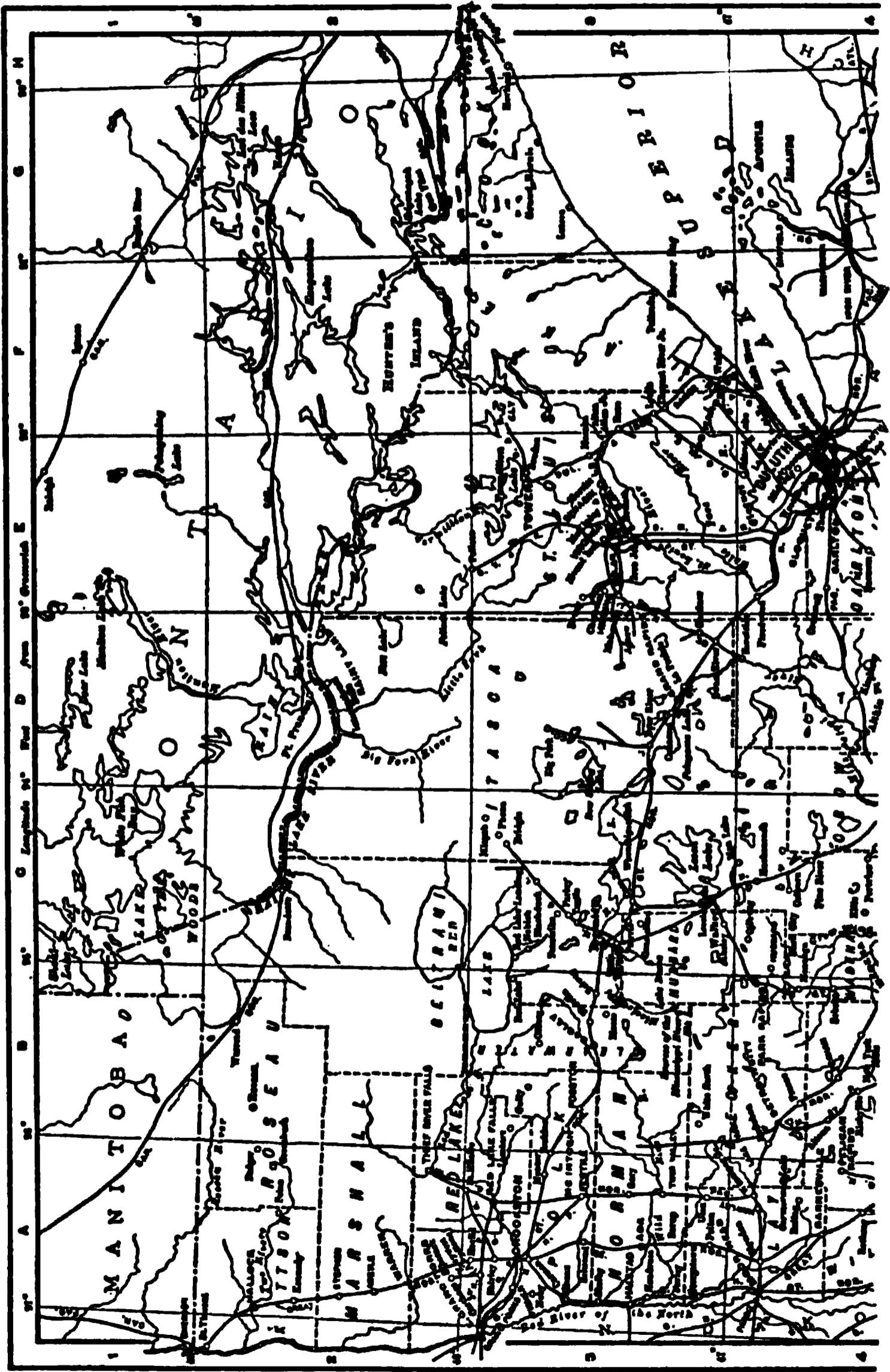
§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
† Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
average circulation for six months ending September 30, 1914, unless otherwise noted.

MINNESOTA—Pop. 2,075,708.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Albert Lea (D 7)—Pop. 6,192.				
<i>Daily Newspapers.</i>				
Tribune..Rep..Eve ex Su.....	© 2,075	.10	.10 F	7-13 -287
<i>Weekly Publications.</i>				
Standard..Ind-Dem..Wed	* 2,100	.15		8-13 -294
Min. rate 1 in. wkly. 1 yr. .12 inch.				
Times Enterprise..Rep..Wed	© 4,125	.20	.20 F	7-13 -287
Austin (E 7)—Pop. 6,960.				
<i>Daily Newspapers.</i>				
Herald..Ind-Rep..Eve ex Su.....	\$ 1,725	.15	.06 I	6-13 -294
Bemidji (C 3)—Pop. 5,099.				
<i>Daily Newspapers.</i>				
Pioneer..Rep..Eve ex Su.....	\$ 1,300	.10	.10 F	7-13 -301
<i>Weekly Publications.</i>				
Pioneer..Rep..Thur	© 1,400	.10	.10 F	6-13 -280
Brainerd (C 4)—Pop. 8,526.				
<i>Daily Newspapers.</i>				
Dispatch..Rep..Eve ex Su.....	—	.05	.05 F	7-13 -301
<i>Weekly Publications.</i>				
Tribune..Rep..Fri	* 2,400	.11	.09 E	6-13 -275
Chisholm (E 3)—Pop. 7,684.				
<i>Weekly Publications.</i>				
Tribune-Herald..Ind..Fri	© 2,025			6-13 -280
Crookston (A 3)—Pop. 7,559.				
<i>Daily Newspapers.</i>				
Times..Rep..Eve ex Su.....	\$ 5,190	.20	.18 N	7-13 -287
Duluth (E 4)—Pop. 78,466.				
<i>Daily Newspapers.</i>				
Herald□..Ind..Eve ex Su.....	\$ 22,922	1.12	.56 G	7-13 -280
‡ The Duluth Herald stands unique among Minnesota newspapers in being the only daily paper that has never used voting, guessing or premium schemes of any nature. Such circulation brings best results.				
News-Tribune□..Rep..Morn ex Su.....	© 23,616	.98	.49 C	7-13 -280
	© 24,493	.98	.49 C	7-13 -280
‡ Publisher's report to A. B. C. for quarter ending Dec. 31, 1914, shows paid circulation of 22,548 Daily; 24,537 Sunday.				
Paivalehti (Finn)□..Ind..Morn ex Mon.....	© 6,524	.25	.17 N	7-13 -280
<i>Weekly Publications.</i>				
Posten (Swed)..Ind-Rep..Fri	—	.65	.65 F	7-13 -280
Raittiuslehti (Finn)□..Prog..Wed.....	© 3,000	.50		7-13 -280
Min. rate 1 in. wkly. 1 yr. .20 inch.				
Siltola (Finn)□..Ind..Fri	© 3,583	.75	.60 N	7-13 -280
<i>Monthly Publications.</i>				
Zenith..Hardware Trade..M.....	© 12,400			2-14 - 98
¼ p. 3 mos. \$9.00 inam. Min. rate 1 p. mo. 1 yr. \$35.00 inam.				
Eveleth (E 3)—Pop. 7,036.				
<i>Weekly Publications.</i>				
News..Ind..Thur	© 1,040	.15	.12 N	7-13 -280

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MINNESOTA.

Cities and Towns of—	No.	Pop.
100,000 inhabitants or more	2	516,152
50,000 to 100,000 inhabitants	1	78,466
25,000 to 50,000 inhabitants
10,000 to 25,000 inhabitants	5	60,219
5,000 to 10,000 inhabitants	16	115,083
2,500 to 5,000 inhabitants	24	80,374



MINNESOTA.

	No.	Pop.
Urban territory.....		850,294
Rural territory.....		1,125,414
Towns and villages of less than 2,500 inhabitants.....	596	326,166
Other rural territory.....		399,248
Total number of dwellings in state.....		180,809
Total number of families in state.....		416,458

MINNESOTA—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Fairmont (C 7)—Pop. 2,958.				
<i>Daily Newspapers.</i>				
Sentinel..Ind..Eve ex Su.....*	1,165	.05	.05 F	7-13 -276
<i>Weekly Publications.</i>				
Independent..Ind..Wed & Sat.....©	1,756	.10	.10 F	7-13 -308
Sentinel..Ind..Tu & Fri.....*	2,350	.15	.15 F	7-13 -276
Faribault (D 6)—Pop. 9,001.				
<i>Daily Newspapers.</i>				
Republican..Ind..Morn ex Su..... (First issue Nov. 27, 1914.)				6-13 -280
<i>Weekly Publications.</i>				
Journal..Ind..Wed	1,800	.15	.15 F	6-13 -276
Republican..Ind..Wed	1,688			6-13 -280
Fergus Falls (A 4)—Pop. 6,887.				
<i>Daily Newspapers.</i>				
Journal..Rep..Eve ex Su.....	—	.10	.10 F	7-13 -280
Hastings (E 6)—Pop. 3,983.				
<i>Daily Newspapers.</i>				
Gazette..Rep..Morn ex Mon.....	—	.10	.10 F	7-13 -304
Hibbing (E 3)—Pop. 8,832.				
<i>Daily Newspapers.</i>				
Tribune□..Ind..Eve ex Su.....©	4,108	.20	.20 F	7-13 -304
International Falls (D 2)—Pop. 1,487.				
<i>Daily Newspapers.</i>				
Journal..Rep..Eve ex Su.....	—	.12	.06 N	6-13 -276
Little Falls (C 4½)—Pop. 6,078.				
<i>Daily Newspapers.</i>				
Transcript..Rep..Eve ex Su.....\$	1,314	.10	.10 F	6-13 -275
Mankato (D 6)—Pop. 10,365.				
<i>Daily Newspapers.</i>				
Free Press..Rep..Eve ex Su.....©	4,530	.15	.12½A	7-13 -280
Review..Dem..Eve ex Su.....	—	.08	.08 F	6-13 -280
Minneapolis (D 5½)—Pop. 301,408.				
<i>Daily Newspapers.</i>				
Finance & Commerce□..Business..Morn ex Su.©	1,100	.75	.21 N	6-13 -276
Journal□..Ind-Rep..Eve ex Su.....\$	88,861	1.96	1.40 L	7-13 -294
Su Morn	87,496	1.96	1.40 L	7-13 -294
Minnesota Daily□..Collegiate Morn ex Su & Mon.....\$ (Published only during college year.)	1,400	.30	.17 G	4-13 -182
News□..Ind..Eve ex Su.....\$	62,656	1.12	1.12 F	8-13 -280
Tidende (Norw-Dan)□..Ind..Eve ex Sat & Su } Su Morn	7,340	.50	.40 N	7-13 -294
Tribune□..Rep..Morn & Eve ex Su.....\$	112,873	1.96	1.40 O	7-13 -308
Su Morn	155,063	1.96	1.40 O	7-13 -308

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

MINNESOTA—Continued.

Minneapolis—Continued.

Weekly Publications.

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Bellman..Society..Sat	—	6.00		3-13 -140
Min. rate 1 in. wkly. 1 yr. \$3.00 inch.				
Commercial West..Finan..Sat	—	3.00		2-19½-154
Min. rate 1 p. wkly. 1 yr. \$30.00 page.				
Echo de L'Ouest (Fr)..Ind..Fri	⊙ 5,000	.35	.25 A	7-13 -308
Farmers' Tribune □ ..Rep..Tu & Fri.....	⊙ 16,227	2.80	2.10 A	7-13 -308
Folkebladet (Norw)..Luth..Wed	—	.35		6-13 -280
Min. rate 1 in. wkly. 3 mos. .25 inch.				
Freie Presse-Herold (Ger)..Dem..Fri	—	.50	.50 F	7-13 -280
Improvement Bulletin..Building..Sat	⊙ 2,200			2-21 -140
1-16 p. 1 tl. \$1.87. Min. rate 1 p. wkly. 1 yr. \$22.50 insm.				
Lutheraneren (Norw-Dan)..Luth..Wed	—	.98	.98 F	3-13 -140
Lutherske Missionær (Norw)..Luth..Wed	⊙ 4,200			4-13 -172
Mississippi Valley Lumberman..Lumber..Fri	—	1.50		4-13 -182
Min. rate 1 p. wkly. 1 yr. \$19.23 insertion.				
Northwestern Agriculturist..Agrl..Sat	⊙ 134,500	7.00	7.00 F	4-13 -187
Northwestern Miller..Milling..Wed	—	6.00		4-13 -175
Min. rate 1 p. wkly. 1 yr. \$96.00 insertion.				
Orange Judd Northwest Farmstead..Agrl..Sat ..	⊙ 106,616	6.30		4-13 -193
Min. rate 1 p. 1 tl. \$316.00.				
Svenska Amerikaniska Posten (Swed) □ ..Ind Wed	⊙ 56,200	2.10	2.10 F	7-13 -294
Svenska Folkets Tidning (Swed)..Ind-Rep..Wed ..	—	2.10		8-13 -280
Min. rate 1 in. wkly. 1 yr. \$1.26 inch.				
Svenska Roman-Bladet (Swed)..Lit..Sat				
(Moved to Red Wing, Minn., about Dec. 1, 1914.)				
Tidende (Norw-Dan) □ ..Ind..Thur	\$ 32,185	1.40	1.26 G	7-13 -294
Twin City Commercial Bulletin □ ..Coml..Sat..	⊙ 5,015	2.77½		3-15 -154
Min. rate 1 p. wkly. 1 yr. \$30.00 page.				
Ugebladet (Norw-Dan)..Rep..Thur	—	.50	.50 F	7-13 -304
United Lutheran..Luth..Fri	—	.42	.42 F	3-13 -140
Veckobladet (Swed) □ ..Ind..Tu	⊙ 18,789	1.12	1.12 F	7-13 -280
Western-American..Ind..Sat	—	.55	.55 F	6-13 -273
(Name changed from Western Amerikanen Mar. 1, 1914.)				
Woman's Home Weekly □ ..Household..Sat....	⊙ 92,388	3.50	3.50 F	7-13 -280

Monthly Publications.

Coal Dealer..Trade..M	⊙ 4,250			2-21 -133
¼ p. 1 tl. \$11.00. Min. rate 1 p. mo. 1 yr. \$25.00 insm.				
Crow Bar..Blacksmithing..M	—	4.00		3-14 -140
Min. rate 1 p. mo. 1 yr. \$33.34 insertion.				
Fancywork Magazine..Fancywork..M	⊙ 252,400	14.00		4-13 -196
Min. rate 1 p. 1 tl. \$630.00.				
Farm Stock & Home..Agrl..S-M	⊙ 106,213	7.00		4-13 -196
Min. rate 1 p. 1 tl. \$350.00.				
Hardware Trade..Trade..Fortnightly..Tu	* 3,000	1.75		2-23 -154
Min. rate 1 p. s.-mo. 1 yr. \$22.50 insertion.				
Illustreret Familie Journal (Norw-Dan)..M	—	.98	.98 F	4-13 -168
Kelth's Magazine on Home Building..Arch..M ..	⊙ 12,100	9.80		2-16 -112
Min. rate ¼ p. mo. 1 yr. \$20.25 insertion.				
Kvindens Magasin (Norw-Dan)..Lit..M	—	1.75	1.75 F	4-13 -175
Nordiska Hem (Swed)..Lit..M	—	1.00		3-13 -130
Min. rate 1 in. mo. 1 yr. .85 inch.				
School Education..Educ..M ex June, July & Aug ..	—	2.00		3-13 -140
Min. rate 1 p. mo. 9 mos. \$36.00 insertion.				
Skandinaviska Good Templaren (Norw & Swed) I O G T..M.....	⊙ 12,500	1.00		6-13 -280
Min. rate 1 in. mo. 1 yr. .75 inch.				
Skordemannen (Swed)..Agrl..S-M	—	1.82		4-13 -175
Min. rate 150 inches in 1 yr. \$1.36½ inch.				

* Government statement—See page 5. * Gross circulation. ⊙ Net circulation. □ Can use matrices.
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 average circulation for six months ending September 30, 1914, unless otherwise noted.

MINNESOTA—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Minneapolis—Continued.				
<i>Monthly Publications.</i>				
Svensk Familj-Journal (Swed)..Family..M.....	—	.98	.98 F	4-13 -168
Ungdommens Ven (Norw)..Lit..S-M.....	—	.84	.84 F	3-13 -140
Western Architect..Architectural..M ½ p. 6 mos. \$9.17 insn. Min. rate 1 p. mo. 1 yr. \$45.83 insn.	5,075			2-21 -140
Moorhead (A 4)—Pop. 4,840.				
<i>Daily Newspapers.</i>				
News..Rep..Eve ex Su.....	—	.05	.05 F	6-13 -273
New Ulm (C 6)—Pop. 5,648.				
<i>Weekly Publications.</i>				
Journal..Rep..Sat	1,800	.12	.12 F	7-13 -304
Volkeblatt (Ger)..Rep..Thur	1,700	.14	.14 F	7-13 -304
New York Mills (B 4)—Pop. 474.				
<i>Weekly Publications.</i>				
Uusi Kotimaa (Finn)..Rep..Thur.....	8,150	.45	.36 G	7-13 -304
Northfield (D 6)—Pop. 3,265.				
<i>Weekly Publications.</i>				
News..Rep..Fri	2,650	.25	.25 F	6-13 -280
<i>Monthly Publications.</i>				
Northwest Dairyman..Dairying..M	9,000	1.40	1.40 F	3-13 -133
Preston (E 7)—Pop. 1,193.				
<i>Weekly Publications.</i>				
Times..Rep..Wed	2,813	.15	.15 F	6-13 -276
Red Wing (E 6)—Pop. 9,048.				
<i>Daily Newspapers.</i>				
Eagle..Ind..Eve ex Su.....	\$ 1,225			7-13 -280
Republican□..Ind..Morn & Eve ex Su.....	\$ 2,011	.15	.15 F	6-13 -280
<i>Weekly Publications.</i>				
Republican□..Ind..Wed	2,000	.20	.20 F	6-13 -280
Svenska Roman-Bladet (Swed)..Lit..Sat..... (Moved from Minneapolis about Dec. 1, 1914.)	—	.98	.70 G	5-13 -196
Rochester (E 6½)—Pop. 7,844.				
<i>Daily Newspapers.</i>				
Bulletin..Ind..Eve ex Su.....	—	.10	.06 A	6-13 -280
Post & Record..Rep..Eve ex Su.....	\$ 1,804	.10	.10 F	6-13 -280
St. Cloud (C 5)—Pop. 10,600.				
<i>Daily Newspapers.</i>				
Journal-Press□..Rep..Eve ex Su.....	\$ 2,487	.15	.15 F	7-13 -280
Times□..Dem..Eve ex Su.....	\$ 2,156	.15	.15 F	7-13 -308
<i>Weekly Publications.</i>				
Nordstern (Ger)..Dem..Thur	—	.25	.20 B	6-13 -273

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 are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
 average circulation for six months ending September 30, 1914, unless otherwise noted.

MINNESOTA—Continued.**St. Paul (D 5½)—Pop. 214,744.****Daily Newspapers.**

	1 time rate per inch	Minimum rate per inch	Number of columns, width and length
{ Dispatch□...Ind..Eve ex Su..... } \$ 71,111	2.38	1.96 L	7-13 -297
{ Pioneer Press□...Ind..Morn ex Su..... } \$ 51,597			
Su Morn	1.68	1.68 F	7-13 -297
News□...Ind..Eve ex Su..... } © 72,484	1.26	1.26 F	7-13 -300
Su Morn	1.26	1.26 F	7-13 -300
Twin City Ry. & Hotel News..Hotel & Ry			
Morn ex Su.....			7-13 -304
Volkzeitung (Ger)□...Ind..Eve ex Su..... } \$ 17,146	.56	.56 F	7-13 -297

Weekly Publications.

American Home□...Ind..Sat	4.20	4.20 F	7-13 -300
A. O. U. W. Guide□...Frat..Thur..... } © 11,200	.50		6-13 -276
Min. rate wkly. 1 in. 1 yr. .40 inch.			
Catholic Bulletin..Cath..Sat60	.50 E	7-13 -297
Dairy Record..Butter-Making..Wed	1.00		3-13 -140
Min. rate ½ p. wkly. 1 yr. \$7.50 insertion.			
Farmer..Agri..Sat	8.40	7.00 C	4-13 -196
Farmers' Dispatch□...Ind..Tu & Fri..... } © 98,753	5.60	5.60 F	7-13 -297
National Reporter System..Legal..W.....	3.00		2-15 -112
Min. rate 1 p. wkly. 1 yr. \$17.30 insertion.			
Northwestern Chronicle..Cath..Fri	1.00	.50 I	7-13 -301
Rural Weekly□...Ind..Thur	7.00	7.00 F	7-13 -300
State Tidning (Swed)..Rep..Wed.....	.85		7-13 -294
Min. rate 1 in. wkly. 1 yr. .60 inch.			
Volkzeitung (Ger)□...Ind..Thur56	.56 F	7-13 -297
Wanderer (Ger)□...Cath..Thur	1.00	.60 I	7-13 -294

Monthly Publications.

Cupid's Columns□...Matrimonial..Bi-M	2.80	2.80 F	4-13 -182
Der Deutsche Farmer (Ger)□...Agri..S-M..... } © 42,130	2.10	2.10 F	4-13 -196
Farmer's Wife..Family & Agri..M..... } © 722,753	42.00		4-13 -196
Min. rate 1 p. 1 ti. \$2,000.00.			
Jolly Elk..Frat..M	2.00		2-13 -105
Min. rate 1 in. mo. 1 yr. \$1.00 inch.			
Minnesota Farmers' Library..Agri..M..... } © 45,000			
No advertising accepted.			
Odd Fellow Review..Frat..M.....	2.00	2.00 F	4-13 -168
Poultry Herald..Poultry..M	3.50		3-13 -140
Min. rate 300 inches in 12 insertions \$1.40 inch.			

St. Peter (D 6)—Pop. 4,176.**Weekly Publications.**

Herald..Dem..Fri	3,000	.15	.15 F	6-13 -276
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South St. Paul (D 5½)—Pop. 4,510.**Daily Newspapers.**

Reporter□...Live Stock..Eve ex Su..... } © 3,500	.35	.25 N	7-13 -283
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Stillwater (E 5½)—Pop. 10,198.**Daily Newspapers.**

Gazette..Rep..Eve ex Su..... } © 1,590	.10	.10 F	6-13 -276
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Weekly Publications.

Gazette..Rep..Wed	2,120	.15	.15 F	6-13 -276
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\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

MINNESOTA—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Virginia (E 3)—Pop. 10,473.				
Daily Newspapers.				
Enterprise..Ind..Eve ex Su.....	\$ 1,306			7-13 -304
Virginian..Rep..Eve ex Su.....	© 2,691	.22	.22 F	7-13 -285
Weekly Publications.				
Virginian..Rep..Fri	© 2,265	.22	.22 F	7-13 -285
Winona (F 6½)—Pop. 18,583.				
Daily Newspapers.				
Independent□..Dem..Morn ex Mon.....	* 4,200	.12	.12 F	7-13 -304
‡ Leading paper in one of the best cities in Minn. Accepts no objectionable medical advertising. G. Logan Payne Co., Repra.				
Republican-Herald□..Ind-Rep..Eve ex Su....	© 4,200	.21	.14 B	7-13 -294
‡ Oldest, largest and best paper in the state, excepting the twin-cities and Duluth. Member A. B. C.				
Weekly Publications.				
Westlicher Herold (Ger)□..Ind..Tu.....	© 61,389	1.54	1.54 F	7-13 -280
Monthly Publications.				
National Farmer (Ger)□..Agri..Fort..Tu....	© 51,343	2.10	2.10 F	4-13 -196

§ Government statement—See page 5. *Gross circulation. ©Net circulation. □ Can use matrices.
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MISSISSIPPI—Pop. 1,797,114.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Biloxi (G 10)—Pop. 8,049.				
<i>Daily Newspapers.</i>				
Advertiser..Dem..Morn ex Mon.....	—			7-13 -280
Herald..Dem..Eve ex Su.....	\$ 2,015	.10		7-13 -276
Min. rate 1 inch daily 1 mo. \$2.00 mo.				
Brookhaven (D 7½)—Pop. 5,293.				
<i>Weekly Publications.</i>				
Leader..Ind..Wed & Sat.....	* 1,875	.25	.15 A	8-13 -333
Columbus (H 3½)—Pop. 8,988.				
<i>Weekly Publications.</i>				
Dispatch..Dem..Thur	© 1,750	.10	.10 F	6-13 -280
Su & Wed.....	© 1,100	.10	.10 F	6-13 -280
Corinth (H 1)—Pop. 5,020.				
<i>Daily Newspapers.</i>				
Corinthian..Dem..Eve ex Su.....	—	.30	.12½ N	6-13 -276
Greenville (B 4)—Pop. 9,610.				
<i>Daily Newspapers.</i>				
Democrat□..Dem..Eve ex Su.....	* 1,421	.07	.07 F	6-13 -280
<i>Weekly Publications.</i>				
Democrat□..Dem..Thur	* 1,165	.07	.07 F	6-13 -280
Hattiesburg (F 8)—Pop. 11,733.				
<i>Daily Newspapers.</i>				
News□..Dem..Eve ex Su.....	© 2,086	.30	.17 N	7-13 -280
Jackson (D 6)—Pop. 21,262.				
<i>Daily Newspapers.</i>				
Clarion Ledger□..Dem..Morn ex Su & Mon..	\$ 6,235	.56	.28 L	7-13 -287
Su Morn	\$ 3,213	.56	.28 L	7-13 -287
News□..Dem..Eve ex Su.....	—	.70	.28 H	7-13 -287
Su Morn	—	.70	.28 H	7-13 -287
<i>Weekly Publications.</i>				
Baptist Record..Bap..Thur	© 8,168	.76	.61 I	4-13 -175
† Write Jacobs & Co., Clinton, S. C., for full information.				
Issue..Dem..Fri	—	.60	.45 N	4-13 -189
Laurel (F 7)—Pop. 8,465.				
<i>Daily Newspapers.</i>				
Leader..Dem..Eve ex Su.....	—	.35	.25 N	7-13 -280
(Daily Leader succeeded Daily Argus Sept. 5, 1914.)				
Meridian (G 6)—Pop. 23,285.				
<i>Daily Newspapers.</i>				
Dispatch□..Dem..Morn ex Mon.....	\$ 3,167	.21	.21 F	7-13 -280
Star□..Ind-Dem..Eve ex Su.....	© 5,594	.21	.21 F	7-13 -280
Su Morn	© 5,757	.21	.21 F	7-13 -280
Natchez (B 7½)—Pop. 11,791.				
<i>Daily Newspapers.</i>				
Democrat-Courier..Dem..Morn & Su ex Mon....	—	.50	.12 N	7-13 -287
News□..Ind..Eve ex Su.....	\$ 2,850	.12½	.12½ F	6-13 -280

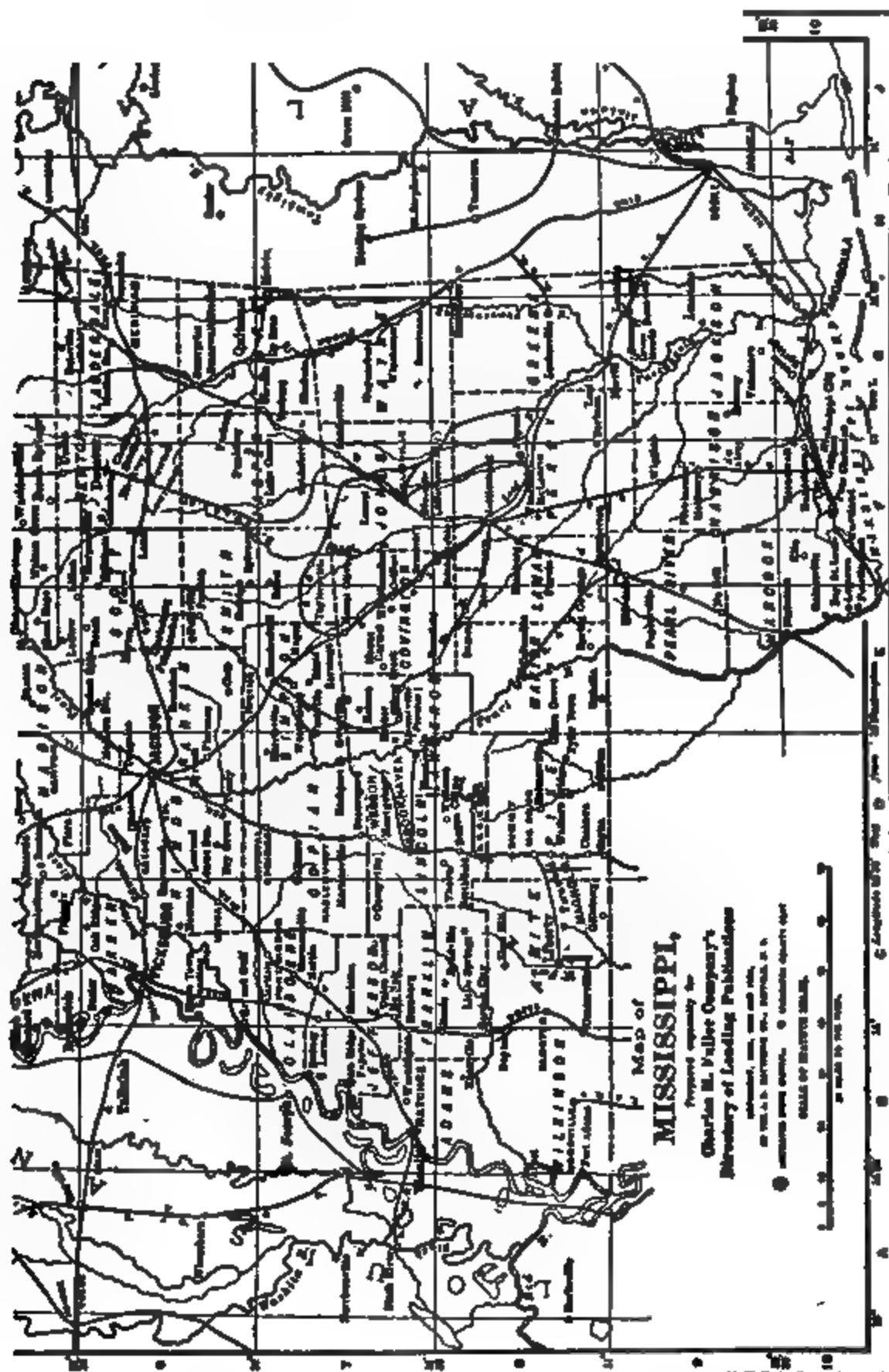
\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
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MISSISSIPPI

Cities and Towns of—	No.	Pop.
10,000 inhabitants or more.....	5	88,885
5,000 to 10,000 inhabitants.....	10	70,680
2,500 to 5,000 inhabitants.....	14	47,746
Total urban territory.....		207,311

MISSISSIPPI

	No.	Pop.
Rural territory.....		1,589,803
Cities and towns of less than 2,500 inhabitants.....	311	179,369
Other rural territory.....		1,419,434
Total number of dwellings in state.....		276,420
Total number of families in state.....		284,724



MISSISSIPPI—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Newton (F 6)—Pop. 1,878.				
Weekly Publications.				
Mississippi Baptist..Bap..Wed	_____	.20	.16 I	5-13 -252
¶ Jacobs & Co., Clinton, S. C., guarantee 2,000 circulation.				
Vicksburg (C 6)—Pop. 20,814.				
Daily Newspapers.				
Herald..Dem..Morn ex Mon.....	© 2,047	.70	.21 G	7-13 -280
Post..Dem..Eve ex Su.....	_____	.15	.15 F	6-13 -280
West Point (G 3)—Pop. 4,864.				
Daily Newspapers.				
Times-Herald..Dem..Eve ex Su.....	_____	.10	.07½B	6-13 -280
Yazoo City (D 5)—Pop. 6,796.				
Weekly Publications.				
Sentinel..Dem..Thur	© 2,700	.75	.17 N	6-13 -276

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
average circulation for six months ending September 30, 1914, unless otherwise noted.

MISSOURI—Pop. 3,293,335.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Aurora (E 7½)—Pop. 4,148.				
Weekly Publications.				
Menace☐...Anti-Cath..Sat	©1,430,000	42.00	42.00 F	7-13 -276
Brookfield (G 2)—Pop. 5,749.				
Daily Newspapers.				
Argus..Dem..Eve ex Su.....	© 2,310	.15	.15 F	7-13 -280
Cameron (D 2)—Pop. 2,980.				
Daily Newspapers.				
News..Dem..Eve ex Su.....	\$ 467	.25	.10 A	6-13 -276
Cape Girardeau (N 7)—Pop. 8,745.				
Daily Newspapers.				
Republican☐...Rep..Eve ex Su.....	\$ 2,011	.20	.07 N	7-13 -283
Weekly Publications.				
Republican☐...Rep..Fri	\$ 3,217	.20	.07 N	7-13 -283
Carrollton (E 3)—Pop. 3,452.				
Daily Newspapers.				
Democrat..Dem..Eve ex Su.....	© 480	.12½	.12½ F	7-13 -308
Weekly Publications.				
Democrat..Dem..Fri	© 2,100	.15	.12½ I	7-13 -308
Carthage (D 7)—Pop. 9,483.				
Daily Newspapers.				
Democrat..Dem..Morn ex Mon.....	—	.12½	.07½ N	6-13 -280
Press..Rep..Eve ex Su.....	—	.15	.07 N	6-13 -280
Chillicothe (E 2)—Pop. 6,265.				
Daily Newspapers.				
Constitution..Dem..Eve ex Su.....	\$ 1,375	.15	.12½ N	6-13 -280
Tribune..Rep..Eve ex Su.....	—	.06	.06 F	6-13 -280
Weekly Publications.				
Constitution..Dem..Thur	© 1,450	.15	.15 F	6-13 -280
Columbia (H 4)—Pop. 9,662.				
Daily Newspapers.				
Times..Ind..Eve ex Sat & Su, also Su Morn....	\$ 1,650	.10	.10 F	6-13 -280
Tribune..Dem..Eve ex Su.....	\$ 2,225	.15	.10 I	6-13 -283
University Missourian..College				
Eve ex Sat & Su.....	} © 1,725	.25	.17½ N	7-12 -280
Su Morn				
Weekly Publications.				
Herald-Statesman..Dem..Thur	© 4,200			7-13 -304
Monthly Publications.				
College Farmer..Agri..M	© 1,300	.80		3-13½-126
Min. rate 1 p. mo. 1 yr. \$7.50 insertion.				
Missouri Farmer..Agri..S-M	—	3.50	3.50 F	4-13 -189
Flat River (L 6)—Pop. 5,112.				
Weekly Publications.				
Lead Belt News..Rep..Thur.....	© 2,121			6-13 -276

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MISSOURI

Cities and Towns of—	No.	Pop.
500,000 inhabitants or more.....	1	687,029
100,000 to 500,000 inhabitants.....	1	248,381
50,000 to 100,000 inhabitants.....	1	77,403
25,000 to 50,000 inhabitants.....	2	67,274
10,000 to 25,000 inhabitants.....	8	70,712
5,000 to 10,000 inhabitants.....	17	120,933
2,500 to 5,000 inhabitants.....	35	137,039

MISSOURI.

	No.	Pop.
Urban territory.....		1,898,817
Rural territory.....		1,894,518
Cities and towns of less than 2,500 inhabitants.....	603	358,799
Other rural territory.....		1,535,719
Total number of dwellings in state.....		677,196
Total number of families in state.....		749,812

MISSOURI—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Fulton (J 4)—Pop. 5,228.				
<i>Daily Newspapers.</i>				
Sun..Dem..Eve ex Su.....	—	.10	.10 F	6-13 -280
Gallatin (E 2)—Pop. 1,825.				
<i>Weekly Publications.</i>				
Democrat..Dem..Thur	© 2,950	.15		6-13 -280
Min. rate 5 inches wkly. 3 mos. .12½ inch.				
Hannibal (K 2)—Pop. 18,341.				
<i>Daily Newspapers.</i>				
Courier-Post□..Rep..Eve ex Su.....	\$ 4,653	.18	.18 F	7-13 -280
Journal□..Dem..Morn ex Mon.....	© 3,847	.12	.12 F	7-13 -280
Independence (D 3)—Pop. 9,859.				
<i>Daily Newspapers.</i>				
Examiner..Ind-Dem..Eve ex Su.....	\$ 1,775	.25	.15 A	6-13 -280
News..Ind..Eve ex Su.....	© 1,695	.08	.08 F	5-13 -266
<i>Weekly Publications.</i>				
Liahana—The Elders' Journal..Latter-Day Saints Sat				
(Does not accept advertising.)				
Zion's Ensign..Latter-Day Saints..Thur.....	—	.60	.28 I	5-15 -231
Jefferson City (H 4½)—Pop. 11,850.				
<i>Daily Newspapers.</i>				
Capital News..Non-Polit..Morn ex Mon.....	—	.20	.20 F	6-13 -280
Democrat-Tribune..Dem..Eve ex Su.....	\$ 1,500	.25	.10 A	6-13 -280
Post..Rep..Eve ex Su.....	—	.05	.05 F	7-13 -280
<i>Monthly Publications.</i>				
Missouri School Journal..Educ..M.....	© 2,500	1.50		2-15 -115
Min. rate 1 p. mo. 6 mos. \$11.25 insertion.				
Joplin (D 7½)—Pop. 32,073.				
<i>Daily Newspapers.</i>				
Globe□..Dem..Morn ex Mon.....	\$ 15,685	.70	.35 I	7-13 -280
<p>¶ This circulation rating on Joplin Globe is hereby guaranteed by Charles H. Fuller Company in sum of \$100.</p> <p>Plan of guarantee is fully explained on page 4.</p> <p>Our present circulation over 16,000 net. The Globe guarantees largest carrier, city and total circulation. Carries greatest amount of both local and foreign business.</p>				
News-Herald□..Ind-Rep..Eve ex Sat & Su....	* 10,663	.56	.28 I	7-13 -280
Su Morn	* 10,326	.56	.28 I	7-13 -280
<p>¶ Largest carrier city circulation; most local advertising; only clean copy. Representatives: Hasbrook, Story & Brooks, New York, Chicago and Philadelphia; J. Carr Gamble, St. Louis; Franklin L. Miller, Kansas City.</p>				
<i>Monthly Publications.</i>				
Southwestern Automobilist..Motoring and Good Roads..M	—			2-21 -140
½ p. 1 tl. \$5.00. Min. rate 1 p. mo. 1 yr. \$20.00 insn.				

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
 ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
 are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
 average circulation for six months ending September 30, 1914, unless otherwise noted.

MISSOURI—Continued.

Kansas City (C 3½)—Pop. 248,381.

Daily Newspapers.

	1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Drovers' Telegram □...Agrl..Eve ex Su.....◎ 34,400	.98	.84 L	7-13 -304
¶ The Corn Belt Farmers' Daily. All cream. 35,000 DAILY DROVERS TELEGRAM readers received \$204,- 684,576 for live stock marketed in K. C. in 1914, in addition to many millions received for hay, cereals and other products. 83% own farms, average 553 acres, additional financial worth \$21,878. 81% own autos. Less than 10% circulation duplica- tion with local dailies.			
Journal □...Rep..Morn ex Su.....\$ 77,487	1.40	1.40 F	7-13 -304
Su Morn\$ 72,681	1.40	1.40 F	7-13 -304
¶ The Kansas City Journal, daily and Sunday, guarantees 70,000 circulation among the best buying element of Kansas City and the southwest. The Weekly Journal, 250,000 circulation. The Missouri & Kansas Farmer, 100,000 circulation. Members of Audit Bureau of Circulations. The S. O. Beckwith Special Agency			
New York Chicago St. Louis			
Post □...Ind..Eve ex Su.....\$ 123,281	1.68	1.68 F	8-13 -280
Su Morn\$ 114,006	1.68	1.68 F	8-13 -280
Presse (Ger) ...Dem..Eve ex Su.....* 4,500	.25	.25 F	6-13 -280
{ Times □...Ind..Morn ex Su..... }			
{ Star □...Ind..Eve ex Su..... } ◎ 393,353	4.90	3.85 G	7-13½-304
Su Morn◎ 190,621	4.20	2.45 P	7-13½-304
¶ In Greater Kansas City alone The Star delivers twice every day to paid subscribers more papers than there are families in the city. Besides, it has 100,000 subscribers in the nearby ter- ritory. Its advertising rate, circulation considered, is the lowest in America.			

Weekly Publications.

Catholic Register ...Cath..Fri56	.50 B	7-13 -315
Central Christian Advocate ...Meth..Wed.....	2.80	2.80 F	8-13½-157
Farmer & Stockman ...Agrl..Thur.....◎ 101,292	7.00	5.88 A	4-13 -187
Implement Trade Journal ...Trade..Sat.....	1.75		4-13 -168
Min. rate 1 p. wkly. 1 yr. \$42.00 insertion.			
Independent ...Soc..Sat	1.40	.84 G	4-13 -175
Journal □...Rep..Thur\$ 243,407	7.00	7.00 F	7-13 -304
Our Country □...Ind..Sat\$ 32,819	3.50	3.50 F	8-13 -280
(Our Country absorbed Weekly Post Oct. 3, 1914.)			
Packer □...Coml..Sat	2.50	1.67 I	7-13 -300
(Combined rate for five editions—Chicago, New York, Cincinnati, Kansas City and Los Angeles.)			
Presse (Ger) ...Dem..Thur* 7,300	.25	.25 F	6-13 -280
Staats-Zeitung (Ger & Eng) □...Ind..Fri◎ 10,000	.50	.50 F	7-13 -287
Star □...Ind..Wed◎ 326,901	8.40		7-13½-304
Min. rate ½ p. 1 tl. \$6.72 inch.			
¶ The Weekly Kansas City Star is the forum of expression for Southwestern farmers. It is a unique type of farm newspaper. No premium circulation. No intoxicating liquor, internal medi- cal or other objectionable advertising accepted.			
Stock Yards Nugget ...Agrl & Live Stock..Thur.◎ 91,455	3.50		4-13 -195
Min. rate 1 p. 1 tl. \$100.00.			
Tribunen (Swed) ...Ind..Wed50		7-13 -280
Min. rate 1 inch wkly. 4 wks. .35 inch.			
Word & Way ...Bap..Thur.....	2.10	1.57½ I	4-13 -189

Monthly Publications.

American Breeder ...Agrl..S-M◎ 45,000	2.80		4-13 -182
(Cir. rating is average for only Nov. and Dec., 1914. Carlson's Rural Review of Norfolk, Neb., was con- solidated with American Breeder Nov. 1, 1914.) Min. rate 1 p. 1 tl. \$125.00.			
American Hereford Journal ...Stk Brdg..S-M...* 5,500	1.40	1.40 F	3-14 -140

§ Government statement—See page 5. *Gross circulation. ◎Net circulation. □ Can use matrices.
¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
average circulation for six months ending September 30, 1914, unless otherwise noted.

MISSOURI—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Kansas City—Continued.				
Monthly Publications.				
Christian Men...Disci of Christ..M.....	—			2-15 -112
½ p. 1 tl. \$8.00. Min. rate 1 p. mo. 1 yr. \$35.00 insn.				
Home Friend..Family..M	© 535,000	28.00		4-13 -175
Min. rate 1 p. 1 tl. \$1,085.00.				
Missouri & Kansas Farmer□...Agrl..S-M.....	\$ 98,471	4.20		4-13 -196
Min. rate 1 p. 1 tl. \$200.00.				
Railway Carmen's Journal..Frat..M	© 33,500	3.00		2-15 -112
Min. rate 1 p. 1 tl. \$30.00 insertion.				
Kirksville (G 1)—Pop. 6,347.				
Daily Newspapers.				
Express..Ind..Eve ex Su.....	© 1,726	.11	.11 F	6-13 -280
News..Ind..Morn ex Mon.....	\$ 1,609	.15	.15 F	6-13 -276
Lamar (D 6½)—Pop. 2,316.				
Daily Newspapers.				
Democrat..Dem..Eve ex Su.....	—	.07½	.07½ F	5-13 -252
Weekly Publications.				
Leader..Dem..Thur	© 2,050	.10	.10 F	6-13 -280
Macon (H 2)—Pop. 3,584.				
Daily Newspapers.				
Chronicle..Non-Partisan..Morn ex Su.....	\$ 1,375	.25	.12½ I	4-13 -185
Herald..Ind..Eve ex Su.....	\$ 2,017	.09	.09 F	6-13 -280
Marshall (F 3)—Pop. 4,869.				
Daily Newspapers.				
Democrat-News..Dem..Eve ex Su.....	\$ 975	.25	.15 I	7-13 -280
Weekly Publications.				
Democrat-News..Dem..Thur	\$ 4,250	.25	.15 I	7-13 -280
Maryville (C 1)—Pop. 4,762.				
Daily Newspapers.				
Democrat-Forum..Dem..Eve ex Su.....	\$ 2,578	.15	.15 F	6-13 -280
Tribune..Rep..Eve ex Su.....	\$ 2,200	.15	.15 F	6-13 -280
Weekly Publications.				
Democrat-Forum..Dem..Thur	* 2,300	.15	.15 F	6-13 -280
Mexico (J 3)—Pop. 5,939.				
Daily Newspapers.				
Intelligencer..Dem..Eve ex Su.....	—	.10	.10 F	6-13 -280
Ledger..Dem..Eve ex Su.....	\$ 792	.10	.08 F	8-13 -308
Weekly Publications.				
Ledger..Dem..Thur	© 1,750	.12	.10 B	9-13 -336
Moberly (H 3)—Pop. 10,923.				
Daily Newspapers.				
Democrat..Dem..Eve ex Sat, also Su Morn.....	—	.12	.12 F	7-13 -280
Monitor..Dem..Eve ex Sat, also Su Morn.....	—	.07½	.07½ F	7-13 -280
Monett (E 8)—Pop. 4,177.				
Daily Newspapers.				
Record..Ind..Eve ex Su.....	© 900	.10	.10 F	6-13 -273
Su Morn	© 900	.10	.10 F	6-13 -273
Times..Dem..Eve ex Su.....	* 585	.05	.05 F	6-13 -273

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
 ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
 are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
 average circulation for six months ending September 30, 1914, unless otherwise noted.

MISSOURI—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Mountain Grove (H 7)—Pop. 1,722.				
<i>Monthly Publications.</i>				
Useful Poultry Journal☐...Poultry..M.....	© 15,000	1.54	1.26 O	3-13 -140
Nevada (D 6)—Pop. 7,176.				
<i>Daily Newspapers.</i>				
Mail..Dem..Eve ex Su.....	_____	.05	.05 F	7-13 -280
Post..Dem..Eve ex Su.....	* 1,575	.10	.06 N	7-13 -280
<i>Weekly Publications.</i>				
Post..Dem..Fri	* 2,250	.15	.15 F	7-13 -280
Poplar Bluff (M 8)—Pop. 6,916.				
<i>Daily Newspapers.</i>				
Citizen-Democrat..Dem..Eve ex Su.....	© 1,100	.10	.10 F	7-13 -308
Republican..Rep..Eve ex Su.....	_____			7-13 -308
Rich Hill (D 5)—Pop. 3,500.				
<i>Daily Newspapers.</i>				
Review..Dem..Eve ex Su.....	_____	.05	.05 F	7-13 -308
St. Charles (L 4)—Pop. 9,437.				
<i>Daily Newspapers.</i>				
Banner News..Ind-Dem..Eve ex Su.....	\$ 1,007	.08	.08 F	7-13 -308
Cosmos & Monitor..Rep..Eve ex Su.....	_____	.15	.10 N	7-13 -301
<i>Weekly Publications.</i>				
Banner News..Ind-Dem..Thur	© 1,900	.15	.15 F	7-13 -308
St. Joseph (C 2)—Pop. 77,403.				
<i>Daily Newspapers.</i>				
Gazette☐...Ind-Rep..Morn ex Su.....	\$ 20,418	.70	.49 L	7-13 -275
Su Morn87½	.61½ L	7-13 -275
News-Press☐...Ind..Eve ex Su.....	© 29,869	.84	.84 F	7-13 -301
Stock Yards Journal☐...Coml..Eve ex Su.....	_____	.49	.35 I	7-13 -280
<i>Weekly Publications.</i>				
Observer☐...Dem..Sat	© 6,250			7-13 -280
Volksblatt (Ger)..Ind..Wed	© 3,450	.30	.25 N	7-13 -280
<i>Monthly Publications.</i>				
Fruit Grower & Farmer☐...Hort & Agrl..S-M.*	125,833	8.40	8.40 F	4-13 -175
Profitable Farming☐...Agrl..S-M	© 61,088	3.50		4-13 -175
Min. rate 1 p. 1 tl. \$140.00.				
St. Louis (M 4)—Pop. 687,029.				
<i>Daily Newspapers.</i>				
Amerika (Ger)☐...Dem..Morn ex Su.....	\$ 18,789	1.40	.84 L	7-13 -276
Su Morn				
‡ The Daily, Sunday and Semi-Weekly Amerika exert a powerful influence among the German Democrats and the best class of Germans in St. Louis.				
The Amerika is also the only acknowledged daily organ of the German Catholics of the city, comprising over 25,000 families, bringing direct all the news pertaining to 23 parishes and their numerous affiliated societies.				
The Amerika has a field of readers covered by no other paper in St. Louis, since the majority of its readers are German Catholics.				
Globe-Democrat☐...Rep..Morn ex Su.....	© 134,671	3.50	1.89 L	7-13 -300
Su Morn	© 178,433	4.20	2.10 L	7-13 -300

\$ Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices. ‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

MISSOURI—Continued.

St. Louis—Continued.

Daily Newspapers.

Jewish Daily Press (Yiddish) □...Non-Part

Eve ex Sat & Su.....© 12,500

Su Morn© 14,000

Post-Dispatch □...Ind..Eve ex Su.....\$ 183,312

Su Morn\$ 239,990

1 inch 1 ti. Sat. \$3.50; Mon., Tu., Wed., \$4.20; Thur.,
Fri., Su., \$4.75. Min. rate 7 1/4 inches in 1 yr. Sat.
\$2.35; Mon., Tu., Wed., \$2.65; Thur., Fri., Su., \$2.80.

Post-Dispatch Magazine Supplement..Su.....\$ 239,990

Record..Legal & Real Estate..Morn ex Su....\$ 2,423

Republic □...Dem..Morn ex Su.....© 103,131

Su Morn© 103,884

Star □...Ind..Eve ex Su.....© 61,882

¶ The Daily Star reaches thousands of readers who see no other St. Louis afternoon daily.

Government statement October, 1914, 61,882. An advertising gain of 1,183 columns during 1914 over 1913 records. The re-organization of The Star places it among the foremost metropolitan dailies.

John M. Branham Co., Publishers' Representatives.

Chicago and New York.

Times □...Ind..Eve ex Su.....© 84,040

¶ The circulation of the St. Louis Times is almost all home delivered. It reaches the homes of standing and purchasing power. City circulation alone over 70,000. Total considerably greater. Paul Block, Inc., New York, Chicago, Boston, Detroit.

{ Westliche Post (Ger)..Rep..Morn ex Su....\$ 22,935

{ Mississippi Blaetter (Ger)..Rep..Su Morn...\$ 24,002

¶ The latest census shows that 90,329 citizens of St. Louis were born in Germany.

These and their families and the members born here, making about 45% of the population, loving the German language, is our field.

The rich counties surrounding St. Louis are very strong in Germans; in most the Germans are most numerous.

Today our papers are conceded to be the best published in the German language in this country.

That is why our circulation is maintained, and is increasing; likewise our advertising.

German language papers everywhere are now being read with increased interest; and now is the best time to use them.

Weekly Publications.

Amerika (Ger)..Dem..Tu & Fri.....—

Arbeiter Zeitung (Ger) □...Labor..Sat.....© 3,000

Butchers' & Packers' Gazette □...Trade..Sat...© 10,027

Min. rate 1 inch wkly. 1 yr. .42 inch.

Censor..Ind..Thur—

Christian Advocate..Meth..Wed*

Christian Evangelist..Christian..Thur—

Church Progress..Cath..Thur© 10,000

¶ Write Jacobs & Co., Clinton, S. C., for full information.

Coleman's Rural World □...Agrl..Thur*

Der Freidensbote (Ger)..Evan..Su.....—

Min. rate 1 inch wkly. 1 yr. \$2.10 inch.

Farm Machinery-Farm Power..Trade..Tu.....—

Min. rate 1 p. wkly. 1 yr. \$48.00 insertion.

Globe-Democrat □...Rep..Tu & Fri.....© 83,642

Herold des Glaubens (Ger)..Cath..Wed.....© 43,000

Hlas (Boh)..Dem..Tu & Fri.....© 11,158

Interstate Grocer..Trade..Sat—

Min. rate 1 p. wkly. 1 yr. \$102.04 page.

Jewish Press (Jewish) □...Ind..Fri© 8,300

§ Government statement—See page 5. *Gross circulation. ©Net circulation. □ Can use matrices.
 ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

MISSOURI—Continued.

St. Louis—Continued.

Weekly Publications.

	1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Journal of Agriculture □...Agrl..Fri.....* 150,000 (Changed to a s.-mo. Jan. 1, 1915.) Min. rate 1 p. 1 ti. \$400.00.	8.40		4-13 -189
Labor □...Labor..Sat© 7,000			7-13 -280
Listy (Boh)..Rep..Thur© 3,800	.50	.50 F	6-13 -273
Mirror..Lit & Polit..Thur.....	2.10	1.40 L	4-13½-165
Republic □...Dem..Mon & Thur© 147,634	9.10	9.10 F	7-13 -310
Sporting News □...Sports..Thur© 75,000	2.80	2.80 F	7-13 -301
Western Watchman..Cath..Thur ‡ Jacobs & Co., Clinton, S. O., guarantee 8,500 circulation.	.85	.68 I	5-13 -213
Woman's National Weekly..Ind..Sat* 201,461	7.00	7.00 F	7-13 -295

Monthly Publications.

Abendschule (Ger)..Lit..Fort© 54,994	2.80	2.80 F	3-15 -150
<p>‡ The average net paid circulation of Abendschule for the six months ending December 31, 1914, was 61,081.</p> <p>This circulation of the Abendschule showing the average net paid circulation per issue for the six months ending September 30, 1914, also the net paid average for six months ending December 31, 1914, above stated, is hereby guaranteed by the Charles H. Fuller Company in the sum of \$100, which will be paid to the first advertiser using Abendschule who successfully controverts its accuracy.</p> <p>The advertiser is guaranteed permission to have a competent certified accountant audit the circulation books and records.</p> <p>The Abendschule is today the most influential and best German Magazine—in fact, the only German family magazine in the country doing the most artistic color work. It reaches the intelligent class of Germans throughout the States.</p>			
American Paint & Oil Dealer □...Trade..M....© 10,000 Min. rate 1 inch mo. 1 yr. \$2.52 inch.	2.80		3-16 -168
Auto Review □...Motoring..M© 13,094 \$35.00 page flat rate.			2-21 -140
Bulletin of Commerce □...Coml..S-M.....© 11,850	2.10	2.10 F	4-13 -175
Ceska Zena (Boh)..Cath..M.....© 8,900			3-13 -133
Christian Philanthropist..Chr..M* 12,583 Min. rate 1 p. 1 ti. \$20.00.	.80		3-14 -153
<div style="display: flex; align-items: center;"> <div style="margin-right: 10px;"> <div style="border-left: 1px solid black; padding-left: 5px; margin-bottom: 5px;">Christian Sunday School Lesson Books.....</div> <div style="border-left: 1px solid black; padding-left: 5px; margin-bottom: 5px;">Bible Students' Quarterly..Quar.....</div> <div style="border-left: 1px solid black; padding-left: 5px; margin-bottom: 5px;">Home Department..Quar</div> <div style="border-left: 1px solid black; padding-left: 5px; margin-bottom: 5px;">Scholars' Quarterly</div> <div style="border-left: 1px solid black; padding-left: 5px;">Youths' Quarterly</div> </div> <div style="margin-left: 10px;"> <div style="border-left: 1px solid black; padding-left: 5px; margin-bottom: 5px;">.....</div> <div style="border-left: 1px solid black; padding-left: 5px; margin-bottom: 5px;">.....</div> <div style="border-left: 1px solid black; padding-left: 5px; margin-bottom: 5px;">.....</div> <div style="border-left: 1px solid black; padding-left: 5px; margin-bottom: 5px;">.....</div> <div style="border-left: 1px solid black; padding-left: 5px;">.....</div> </div> </div>	8.40	8.40 F	2-14 - 98
Commercial News & Labor Gazette □			
Labor..S-M© 11,902	2.10	2.10 F	6-13 -280
Farm Progress □...Agrl..S-M© 140,489	9.10	9.10 F	4-13 -190
Frisco-Man..R R Employees' Mag..M..... ¼ p. \$5.00 flat rate.			2-13 - 98
Furniture News □...Trade..M© 3,500 ¼ p. 1 ti. \$3.50. Min. rate 1 p. mo. 1 yr. \$25.00 insn.			2-21 -140
Home □...Real Estate..M© 23,000			4-13 -168
Humorist..Humorous..M Min. rate 1 inch mo. 1 yr. \$36.00.	4.00		3-13 -126
International Musician □...Frat..M© 68,000	2.50	2.50 F	5-13 -217
Medical Brief..Medical..M Min. rate 1 p. mo. 1 yr. \$33.34 insertion.	6.00		2-14 -112
Melting Pot □...Rationalist..M© 40,000 Min. rate 1 p. 1 ti. \$50.00.	2.10		3-13 -126
Meyer Brothers' Druggist..Phar..M 1 inch 6 mo. \$4.17 insertion. Min. rate 1 p. mo. 1 yr. \$33.34 insertion.			2-18 -119
Missouri A. O. U. W. Overseer..Frat..M.....	1.40	1.40 F	4-13 -161
Missouri Ruralist..Agrl..S-M© 74,823 Min. rate 1 p. 1 ti. \$210.00.	4.90		4-13 -185
‡ Guaranteed circulation 85,000.			

‡ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
 † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

MISSOURI—Continued.

St. Louis—Continued.

Monthly Publications.

M. K. & T. Employees' Magazine

R R Employees..M.....
 1/4 p. 1 ti. \$10.00. Min. rate 1 p. mo. 1 yr. \$35.00 insn.

2-13 -108

National Druggist..Phar..M.....© 9,000

1-16 p. 1 ti. \$7.00. Min. rate 1 p. mo. 1 yr. \$45.00 insn.

2-19 1/2 -130

National Elk's Horn..Frat..M.....© 51,000

Min. rate 1 p. 1 ti. \$100.00.

3.00

3-17 -154

National Farmer & Stock Grower..Agrl..M....* 130,000

Min. rate 1 p. 1 ti. \$5.88 inch, or same rate by using
 1 inch mo. 1 yr.

7.00

4-13 -175

† The National Farmer and Stock Grower is issued monthly and has 12 issues a year in which advertisers can use the paper to good advantage at reasonable rates.

The circulation is in the richest agricultural section, about 250 miles in each direction from St. Louis.

It is a first-class advertising medium for all who wish to address a substantial class of general farmers, stock raisers and dairymen.

National Issue..Prohib..M.....© 62,000

National Rip Saw□..Socialist..M.....© 225,000

Min. rate 1 p. 1 ti. \$490.00.

14.00

3-15 -140

4-13 -168

† Eugene V. Debs, the leader of the Socialist movement in the U. S., is Editor-in-Chief of the Rip Saw—the most progressive Socialist magazine in the country. Debs' personal appeal from the lecture platform to the intelligent people of the country has added over 80,000 new subscribers to the Rip Saw within 12 months. This responsive and progressive element is representative of the thriftiest buying power in the U. S. You can reach them best through the advertising columns of the Rip Saw.

The co-operation given by the Advertising Department to manufacturers and dealers assures success. For complete data regarding distribution of circulation, selling plans, etc., address any general advertising agency, or Harry R. Fisher, Advertising Manager, Boyce Building, Chicago.

Railroad Telegrapher..Frat..M.....

Min. rate 1 p. mo. 1 yr. \$50.00 insertion.

9.00

2-14 -112

Sporting Goods Dealer..Trade..M.....© 12,000

Min. rate 1 p. mo. 1 yr. \$31.50 insertion.

2.00

2-21 -140

Texas & Oklahoma Official Ry. & Hotel Guide

R R & Hotel..M.....© 10,000

1-22 1/2 -105

Toys & Novelties..Trade..M.....

1/4 p. 1 ti. \$4.00. Min. rate 1 p. mo. 1 yr. \$18.00 insertion.

2-21 -140

Trade Review & Export Journal□..Coml..S-M© 9,570

4-13 -175

T. P. A. Magazine..Lit & Frat..M.....© 48,467

1/4 p. 1 ti. \$10.00. Min. rate 1 p. mo. 1 yr. \$40.00 insertion.

2-15 -112

Urologic & Cutaneous Review..Med..M.....

1-16 p. 1 ti. \$5.75. Min. rate 1 p. mo. 1 yr. \$35.00 insn.

2-16 1/2 -126

Word & Works□..Scientific..M.....© 28,526

Min. rate 1 p. 1 ti. \$136.00.

4.20

3-15 -153

Yearly Publications.

Hicks' Almanac□..Scientific.....© 98,460

Min. rate 1/4 p. 1 ti. \$25.00.

9.80

2-13 - 95

Sedalia (F 4)—Pop. 17,822.

Daily Newspapers.

Capital□..Rep..Morn ex Mon.....© 3,400

Su Morn.....© 3,400

.10

.10 F

7-13 -280

.10

.10 F

7-13 -280

Democrat..Dem..Eve ex Sat & Su.....

Su Morn.....

.27 1/2

.12 1/2 N

7-13 -280

.27 1/2

.12 1/2 N

7-13 -280

Monthly Publications.

Garden & Farm News..Agrl..M.....* 60,000

3.50

3.50 F

4-13 -175

§ Government statement—See page 5. *Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

MISSOURI—Continued.**Springfield (E 7)—Pop. 35,201.****Daily Newspapers.**

Leader☐..Dem..Eve ex Su.....	\$ 11,653	.56	.28 C	7-13½-280
Su Morn	\$ 11,171	.56	.28 C	7-13½-280

¶ Publisher's report to A. B. C. for quarter ending December 31, 1914, shows a paid circulation of 11,062.

Republican☐..Rep..Morn & Su ex Mon.....	© 10,243	.42	.28 D	7-13 -280
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Monthly Publications.

Ozark Countryman☐..Agrl..M	\$ 13,616	.70	.56 A	7-13½-280
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Trenton (E 1½)—Pop. 5,656.**Daily Newspapers.**

Republican-Tribune..Rep..Eve ex Su.....	\$ 1,250	.15	.13½N	5-13 -252
Times..Dem..Eve ex Su.....	—	.05	.05 F	6-13 -280

Weekly Publications.

Republican-Tribune..Rep..Thur	\$ 2,626	.20	.15 I	5-13 -252
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Warrensburg (E 4)—Pop. 4,689.**Daily Newspapers.**

Star Journal..Ind-Dem..Eve ex Su.....	© 775	.05	.05 F	6-13 -280
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Weekly Publications.

Star-Journal..Ind-Dem..Fri	© 5,000	.21	.21 F	7-13 -308
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Webb City (D 7)—Pop. 11,817.**Daily Newspapers.**

Register☐..Dem..Eve ex Sat & Su.....	© 3,956	.07	.07 F	6-13 -276
Su Morn	© 4,000	.07	.07 F	6-13 -276
Sentinel..Rep..Eve ex Su.....	—	.10	.08 B	6-13 -276

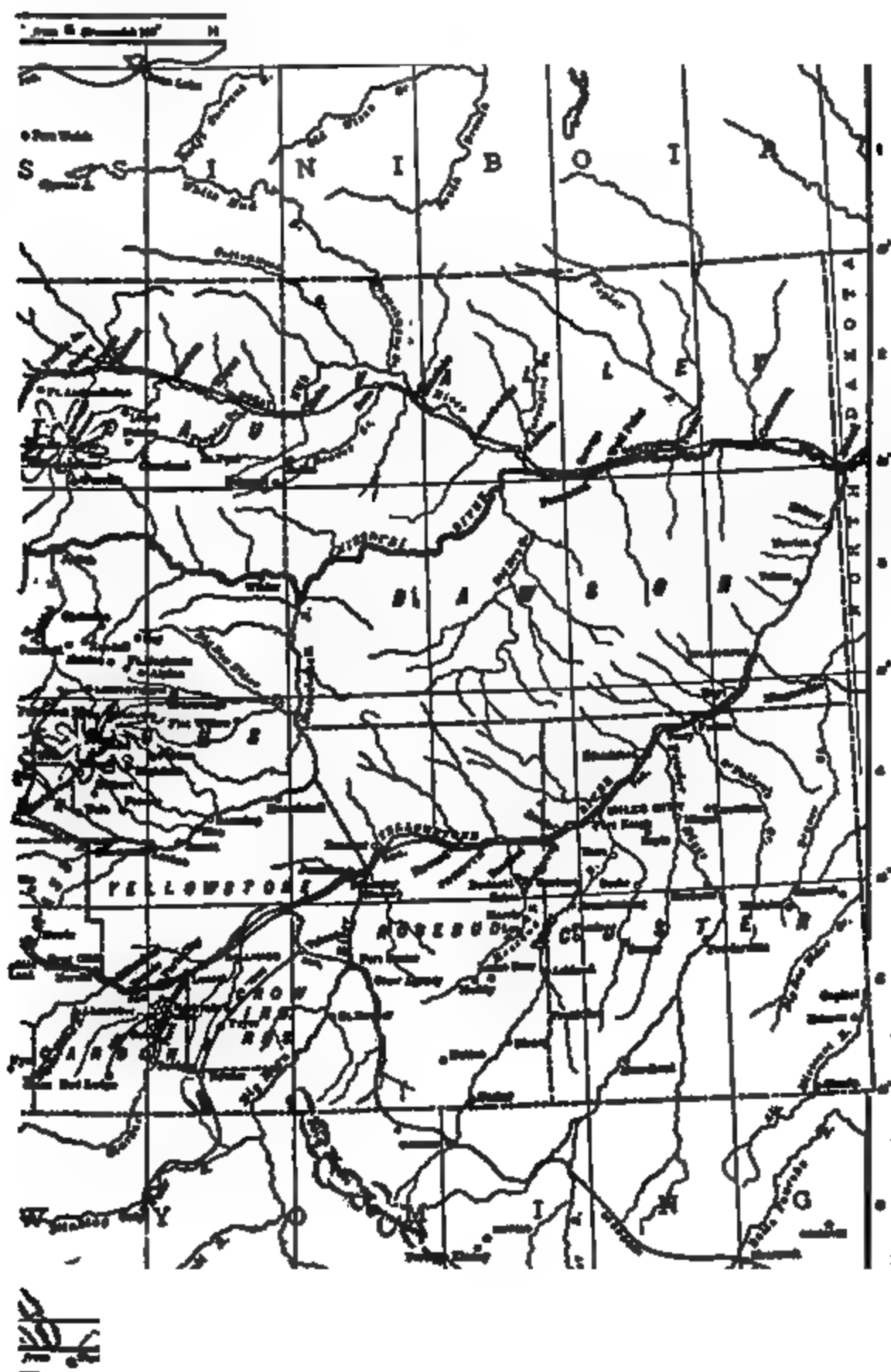
§ Government statement—See page 5. *Gross circulation. ©Net circulation. ☐ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

MONTANA

Cities and Towns of—	No.	Pop.
25,000 inhabitants or more.....	1	89,165
10,000 to 25,000 inhabitants.....	5	69,497
5,000 to 10,000 inhabitants.....	3	16,015
2,500 to 5,000 inhabitants.....	5	18,743
Total urban territory.....	...	193,420

MONTANA

	No.	Pop.
Rural territory.....		242,633
Cities and towns of less than 2,500 inhabitants.....	43	25,186
Other rural territory.....		304,447
Total number of dwellings in state.....		32,811
Total number of families in state.....		86,602



MONTANA—Pop. 376,053.				1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Anaconda (D 4½)—Pop. 10,134.						
Daily Newspapers.						
Standard☐..Ind..Morn ex Su.....	} \$ 10,788		.56	.42 I	7-13	-278
Su Morn63	.49 I	7-13	-278
Billings (H 5)—Pop. 10,031.						
Daily Newspapers.						
Gazette☐..Rep..Morn ex Mon.....	\$ 4,299		.30	.20 I	7-13	-280
¶ The Gazette circulates in the most prosperous territory of the United States and covers its field thoroughly. G. Logan Payne Co., Advertising Representatives, Chicago, New York, Boston.						
Journal☐..Dem..Eve ex Su.....	\$ 2,012		.21	.21 F	7-13	-280
Tribune☐..Ind..Eve ex Su.....	© 2,622		.25	.15 D	7-13	-276
Su Morn	© 2,755		.25	.15 D	7-13	-276
(First issue July 12, 1914.)						
(Cir. rating is average for 3 mos. ending Nov. 30, 1914.)						
¶ The Tribune is the only independent paper. City circulation greater than any other. Total circulation now 2,657 net paid. Member of the Audit Bureau of Circulations.						
Weekly Publications.						
Gazette..Rep..Tu & Fri.....	\$ 1,020		.12	.12 F	7-13	-280
Monthly Publications.						
Campbell's Scientific Farmer..Agrl..M.....	© 30,123	2.80			3-14	-140
(Moved from Lincoln, Neb., Jan. 1, 1915.)						
Min. rate 1 p. mo. 1 yr. \$70.20 insertion.						
Bozeman (E 5)—Pop. 5,107.						
Daily Newspapers.						
Chronicle☐..Dem..Morn ex Mon.....	\$ 2,446		.12½	.12½ F	7-13	-276
Weekly Publications.						
Chronicle☐..Dem..Thur	* 1,150		.12½	.12½ F	7-13	-276
Courier..Rep..Wed	© 2,000		.25	.15 A	6-13	-280
Butte (D 4½)—Pop. 39,165.						
Daily Newspapers.						
Miner☐..Dem..Morn ex Su.....	© 3,613	1.00		.42 I	7-13	-280
Su Morn	© 15,150	1.00		.49 I	7-13	-280
G ¶ This circulation rating of the Butte Daily and Sunday Miner is hereby guaranteed by the Charles H. Fuller Company in the sum of \$100.00. Plan of guarantee and permission to audit is fully explained on page 4.						
The chief industry of Butte, mining, makes it a morning newspaper town. We know and guarantee that The Miner has a city circulation of at least 1,000 greater than any other paper.						
Post☐..Ind..Eve ex Su.....	\$ 12,456	.77		.49 I	7-13	-280
¶ The Post is the only evening newspaper within a radius of 75 miles and guarantees more circulation than any other daily in Butte and its suburbs, comprising 75,000 population. The Post is a member of the A. B. C.						
Deer Lodge (D 3)—Pop. 2,570.						
Weekly Publications.						
Silver State..Dem..Thur	© 1,085				6-13	-276
Glendive (M 2)—Pop. 2,428.						
Weekly Publications.						
Review..Rep..Thur	© 1,875				7-13	-280

§ Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

MONTANA—Continued.**Great Falls (E 3)—Pop. 13,948.****Daily Newspapers.**

Leader..Rep..Eve ex Su.....	\$ 2,276	.50	.15 N	7-13 -287
Tribune..Dem..Morn ex Su.....	7,920	.75	.23 N	7-13 -290
Su Morn	8,447	.75	.23 N	7-13 -290

Weekly Publications.

Leader..Rep..Wed	759	.15	.15 F	7-13 -287
Montana Farmer..Agri..Sat	3,755	.84	.84 F	7-13 -287
Rocky Mountain Husbandman..Agri..Thur....	6,900	.70		6-13 -259
Min. rate 1 inch wkly. 9 mo. .42 inch.				
Tribune..Dem..Wed	4,052	.50	.30 N	7-13 -290

Helena (D 4)—Pop. 12,515.**Daily Newspapers.**

Independent□..Dem..Morn ex Su.....	5,490	.56	.35 B	7-13 -294
Su Morn	5,880	.56	.35 B	7-13 -294

(Cir. rating is average from June 15 to Sept. 29, 1914.)

† The Independent is newsy, clean, progressive and aggressive—the fastest growing paper in Montana.

Record□..Rep..Eve ex Su.....	\$ 7,346	.70	.35 N	7-13 -280
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† 90% of the people of Helena subscribe to the Record. It thoroughly covers the 50,000 population within 85 miles of Helena and circulates in every county in Montana.

Weekly Publications.

Record□..Rep..Thur	5,500	.70	.35 N	7-13 -280
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Monthly Publications.

Northwestern Stockman & Farmer□				
Agri..S-M	25,000	1.75	1.12 C	4-13 -196

Kalispell (B 2½)—Pop. 5,549.**Daily Newspapers.**

Inter Lake..Prog..Morn ex Mon.....	* 2,200	.18	.18 F	6-13 -280
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Weekly Publications.

Journal..Dem..Thur	2,975			6-13 -280
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Lewistown (G 3½)—Pop. 2,992.**Daily Newspapers.**

Democrat..Dem..Morn & Su ex Mon.....	—			6-13 -280
News□..Ind..Eve ex Su.....	1,600	.20	.15 B	7-13 -285

Livingston (F 5)—Pop. 5,359.**Daily Newspapers.**

Enterprise..Ind..Eve ex Su.....	1,305	.12½	.12½ F	6-13 -280
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(On May 1, 1914, the Evening Post was consolidated with the Evening Enterprise.)

Weekly Publications.

Post..Ind..Thur	1,735	.15	.15 F	6-13 -280
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Miles City (L 4)—Pop. 4,697.**Daily Newspapers.**

Star□..Rep..Morn ex Mon.....	1,475	.12	.12 F	7-13 -280
Yellowstone Journal□..Prog..Eve ex Su.....	\$ 538	.15	.08 N	7-13 -301

Weekly Publications.

Independent□..Rep..Fri	1,425	.15	.15 F	7-13 -280
Stock Growers' Journal..Prog..Wed.....	1,210	.42	.13½ N	7-13 -301

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
 † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

MONTANA—Continued.**Missoula (C 4)—Pop. 12,869.****Daily Newspapers.**

{	Missoulian□...Ind..Morn ex Su.....	© 4,624
	Su Morn	© 5,189
{	Sentinel□...Ind..Eve ex Su.....	© 2,518

¶ You can cover Western Montana thoroughly at one cost with the Missoulian and the Sentinel, because their circulation is four times larger than all others published in this territory combined. G. Logan Payne Co., Reprs., Chicago, New York and Boston.

Red Lodge (G 4)—Pop. 4,860.**Weekly Publications.**

Picket..Ind..Fri © 3,100

Roundup (H 4)—Pop. 1,513.**Weekly Publications.**

Record..Rep..Fri © 2,375

1 time rate per inch	Minimum rate per inch	Number of columns, width and length
1.00	.42 I	7-13 -294 7-13 -294 7-13 -294
		4-13 -280
.50	.20 B	6-13 -273

§ Government statement—See page 5. *Gross circulation. ©Net circulation. □ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

NEBRASKA—Pop. 1,192,214.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Beatrice (H 4)—Pop. 9,356.				
<i>Daily Newspapers.</i>				
Express..Rep..Eve ex Su.....	\$ 2,110	.15	.15 F	6-13 -280
Sun..Ind..Morn ex Mon.....	© 2,603	.15	.12 I	6-13 -280
Columbus (G 3)—Pop. 5,014.				
<i>Weekly Publications.</i>				
Blene (Ger)..Ind..Fri	© 1,500	.25	.10 G	6-13 1-276
Telegram..Dem..Fri	© 3,013	.20	.15 I	6-13 -276
Fairbury (G 4½)—Pop. 5,294.				
<i>Weekly Publications.</i>				
Journal..Dem..Thur	© 2,200			6-13 -276
News..Rep..Thur	* 2,875	.15	.15 F	6-13 -280
Falls City (K 4½)—Pop. 3,255.				
<i>Daily Newspapers.</i>				
Journal..Rep..Eve ex Su.....	\$ 1,625	.12	.12 F	6-13 -280
Frederick (H 3)—Pop. 8,718.				
<i>Daily Newspapers.</i>				
Tribune..Rep..Eve ex Su.....	\$ 4,520	.18	.18 F	7-13 -294
Geneva (G 4)—Pop. 1,741.				
<i>Weekly Publications.</i>				
Nebraska Signal..Ind..Thur	© 3,022	.16	.16 F	6-13 -276
Grand Island (F 3½)—Pop. 10,326.				
<i>Daily Newspapers.</i>				
Free Press..Dem..Morn ex Su & Mon	© 1,200	.07	.05 I	6-13 -280
Su Morn	© 1,500	.07	.05 I	6-13 -280
Independent..Rep..Eve ex Su.....	\$ 3,650	.08	.08 F	7-13 -280
<i>Weekly Publications.</i>				
Free Press..Dem..Fri	© 1,600			6-13 -280
Independent..Rep..Wed & Sat.....	© 3,200	.08	.08 F	7-13 -280
Hastings (D 4)—Pop. 9,338.				
<i>Daily Newspapers.</i>				
Republican□..Ind-Dem..Eve ex Su.....	© 2,350	.12	.12 F	6-13 -280
Tribune□..Rep..Eve ex Su.....	\$ 5,640	.20	.20 F	7-13 -280
<i>Weekly Publications.</i>				
Democrat..Dem..Fri	© 3,490	.25	.25 F	6-13 -280
Kearney (E 4)—Pop. 6,202.				
<i>Daily Newspapers.</i>				
Hub..Rep..Eve ex Su.....	\$ 1,418	.16	.09 C	7-13 -294
Times..Ind..Morn ex Mon.....	—	.12	.12 F	6-13 -280
Lincoln (H 4)—Pop. 43,973.				
<i>Daily Newspapers.</i>				
{ Journal□..Rep..Morn ex Su..... }	© 29,064	.70	.70 F	{ 7-13 -301
{ News□..Rep..Eve ex Su..... }				{ 7-13 -301
{ Journal□..Su Morn	© 14,226	.70	.70 F	{ 7-13 -301
Nebraskan□..College..Morn ex Sat & Su.....	© 1,200	.25	.20 H	5-13 -210
(Published during college year. September to May, inclusive.)				

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

NEBRASKA.

Cities and Towns of—	No.	Pop.
100,000 inhabitants or more.....	1	124,096
50,000 to 100,000 inhabitants.....
25,000 to 50,000 inhabitants.....	2	70,283
10,000 to 25,000 inhabitants.....	1	10,326
5,000 to 10,000 inhabitants.....	9	61,670
2,500 to 5,000 inhabitants.....	14	44,538



NEBRASKA.

	No.	Pop.
Urban territory.....		310,852
Rural territory.....		881,362
Cities and towns of less than 2,500 inhabitants.....	427	242,292
Other rural territory.....		638,070
Total number of dwellings in state.....		258,967
Total number of families in state.....		265,549

NEBRASKA—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Lincoln—Continued.				
<i>Daily Newspapers.</i>				
Star☐...Ind..Eve ex Su.....	\$ 25,843	.70	.56 A	7-13 -301
Su Morn	© 12,157	.70	.56 A	7-13 -301
<i>Weekly Publications.</i>				
Deutsche Amerikanischer Farmer (Ger)☐...Agrl..Wed	© 123,984	4.90	4.90 F	4-13 -194
‡ Circulation of Deutsch-Amerikanischer Farmer for full year ending December, 1914—133,869 average weekly. The Deutsch-Amerikanischer Farmer is the foremost German farm paper, the paper to use to reach the prosperous German farmers. Special consideration in the way of position given to large ads. Full page ads placed on last outside page at regular rates if booked early, and with color work when convenient.				
Freie Presse (Ger)☐...Ind..Wed.....	© 129,033	4.90	4.90 F	7-13 -275
‡ Circulation of Freie Presse for full year ending December, 1914—133,992 average weekly. The Lincoln Freie Presse has the largest circulation of any German paper in America. All subscriptions strictly paid in advance. Circulation in all States of the Union, but principally in the Middle West. Is not the tail end of a daily—contains no plate matter, but every line specially prepared and interesting to Germans.				
Independent Farmer☐...Agrl..Thur	© 33,500	2.10	2.10 F	4-13 -196
Nebraska Farmer..Agrl..Wed	© 50,000	4.20	4.20 F	4-13 -196
<i>Monthly Publications.</i>				
American Homestead..Agrl..M	—	2.80	2.80 F	4-13 -168
American Poultryman..Poultry..M	* 30,000	3.60		3-13 -140
Min. rate 3 p. mo. 1 yr. \$43.20 insertion.				
Campbell's Scientific Farmer..Agrl..M (Moved to Billings, Mont., Jan. 1, 1915.)				
Commoner..Dem..M	—	4.90	4.90 F	4-13 -168
Nebraska Teacher..Educ..M	—	1.25	1.25 F	2-18 -113
Nebraska Worker☐...Socialist..M	© 9,583	.50	.35 B	6-13 -276
Poultry Topics..Poultry..M	—	2.80	2.10 A	3-13½-140
Nebraska City (J 4)—Pop. 5,488.				
<i>Daily Newspapers.</i>				
News..Dem..Eve ex Su.....	\$ 2,194	.10	.10 F	7-13 -308
Press..Rep..Morn ex Su & Mon.....	\$ 2,189	.10	.10 F	7-13 -308
Su Morn	© 2,500	.10	.10 F	7-13 -308
<i>Weekly Publications.</i>				
News..Dem..Tu & Fri.....	© 5,246	.20	.20 F	7-13 -308
Norfolk (G 2½)—Pop. 6,025.				
<i>Daily Newspapers.</i>				
News..Rep..Eve ex Su.....	© 9,258	.35	.28 D	7-13 -287
‡ Only daily in northern half of Nebraska. Covers thoroughly this field and southern central South Dakota. Territory's crop yield 1914 \$115,000,000.				
<i>Monthly Publications.</i>				
Carlson's Rural Review..Live Stock..M..... (Consolidated with American Breeder, Kansas City, Mo., Nov. 1, 1914.)				
North Platte (D 3½)—Pop. 4,793.				
<i>Daily Newspapers.</i>				
Telegraph..Rep..Eve ex Su.....	—	.10	.10 F	6-13 -276

§ Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices.
‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

NEBRASKA—Continued.**Omaha (J 3)—Pop. 124,096.****Daily Newspapers.**

Bee □ ..Rep..Morn ex Su.....	} © 51,865	.98	.98 F	7-13 -294
Eve ex Su.....				
Su Morn	© 41,268	.98	.98 F	7-13 -294

‡ For over forty years The Omaha Daily and Sunday Bee has been the most influential and the best known newspaper in its territory.

Particularly strong in its woman's departments.

Publishes woman's, magazine and society pages daily.

Excludes unclean and undesirable advertising.

The Bee is delivered to more homes in Omaha than any other paper.

News □ ..Ind..Eve ex Su.....	© 75,772	1.26	1.26 F	7-13 -280
Su Morn	© 44,301	1.26	1.26 F	7-13 -280
Tribune (Ger) □ ..Ind..Eve ex Su.....	© 11,400	.50	.40 N	7-13 -280
World-Herald □ ..Ind..Morn & Eve ex Su.....	\$ 59,068	1.12	1.12 F	7-13 -294
Su Morn	\$ 45,087	.98	.98 F	7-13 -294

Weekly Publications.

Danske Pioneer (Dan) □ ..Ind..Thur.....	© 37,265	.84	.84 F	8-13 -322
Osveta Amerika (Boh) ..Ind-Dem..Wed.....	© 25,721	.80	.80 F	5-13 -224
Pokrok Zapadu (Boh) ..Rep..Wed.....	© 26,093	.56	.56 F	6-13 -282
Posten (Swed) □ ..Ind..Wed	© 13,735	.50	.50 F	7-13 -301
Rural Weekly □ ..Ind..Thur	© 61,222	2.10	2.10 F	7-13 -280
Trade Exhibit ..Ind..Sat	© 3,050	1.50		4-13 -168
Min. rate 1 p. wkly. 1 yr. \$20.00 insertion.				
Tribune (Ger) □ ..Ind..Thur	© 14,600	.50	.42 N	7-13 -280
Twentieth Century Farmer □ ..Agrl..Wed.....	© 104,032	7.00	7.00 F	4-13 -178
(Changed day of publication from Sat. to Wed. Jan. 6, 1915.)				

‡ Thoroughly covers the Missouri River Valley, the richest agricultural district in the world. Goes to 65,000 farm homes in Nebraska out of 129,678. 22,000 circulation in western Iowa. Its editorial staff is a body of men having long experience in the special lines they cover and it is meeting the big problems of its readers.

Monthly Publications.

Cesko Americky Venkov (Boh) ..Agrl..M.....	© 16,001	.84	.84 F	4-13 -175
Hospodar (Boh) ..Agrl..Fortnightly..Wed	© 31,029	1.40	1.40 F	4-13 -189
Motorist ..Motoring..M	© 13,207	3.78		3-17 -161
Min. rate 1 p. mo. 1 yr. \$37.96 insertion.				
Nebraska Farm Journal ..Agrl..S-M.....	© 85,081	5.60		4-13 -185
Min. rate 1 p. 1 tl. \$240.00.				
‡ Guaranteed circulation 101,000.				
Nebraska School Review ..Educ..M	—	1.25		2-15 -108
Min. rate 1 p. mo. 1 yr. \$12.50 insertion.				
Retail Merchants' Journal ..Trade..S-M.....	—	.50		3-15 -140
Min. rate ½ p. 1 tl. \$6.00.				
Sovereign Visitor □ ..Frat..M	© 757,166	28.00		4-13½ -185
Min. rate 1 p. 1 tl. \$1,360.80.				
Tidings ..Frat..M	* 150,000	8.40		4-13 -183
Min. rate 1 p. 1 tl. \$304.00.				
Tradesman ..Retail Trade..M	© 3,646	2.24		3-13 -140
(Succeeded the Western Trader July, 1914.)				
(Cir. rating is average for August and September, 1914.)				
Min. rate 1 p. mo. 1 yr. \$33.60 insertion.				
Western Banker □ ..Banking..M	* 2,500	2.00		3-13 -140
Min. rate 1 inch mo. 1 yr. \$1.67 inch.				

Plattsmouth (J 3½)—Pop. 4,287.**Daily Newspapers.**

Journal ..Dem..Eve ex Su.....	© 1,050	.07	.07 F	7-13 -276
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Weekly Publications.

Journal ..Dem..Mon & Thur.....	© 2,200	.12½	.12½ F	7-13 -276
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\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. ‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

188 ADVERTISERS' DIRECTORY OF LEADING PUBLICATIONS			
NEBRASKA—Continued.			
South Omaha (J 3)—Pop. 26,259.			
Daily Newspapers.			
Democrat..Dem..Eve ex Su.....	\$ 1,823	.35	.15 N 6-13 -280
Drovers' Journal-Stockman☐.Coml.Eve ex Su. \$	18,163	.70	.42 L 7-13 -304
Superior (F 4½)—Pop. 2,108.			
Daily Newspapers.			
Express..Ind..Eve ex Su.....	—	.05	.05 F 7-13 -308
Journal..Rep..Eve ex Su.....	650	.04	.04 F 7-13 -308
Monthly Publications.			
The West..Philatelic, etc..M.....	—	2.20	2-12 - 98
Min. rate 1 p. mo. 1 yr. \$7.50 insertion.			
York (G 4)—Pop. 6,235.			
Daily Newspapers.			
News-Times..Rep..Eve ex Su.....	1,960		7-13 -280
Weekly Publications.			
Republican..Rep..Fri	2,000		7-13 -301

§ Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices.
 ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
 are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
 average circulation for six months ending September 30, 1914, unless otherwise noted.

NEVADA—Pop. 81,875.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Carson City (B 3½)—Pop. 2,466.				
<i>Daily Newspapers.</i>				
Appeal..Dem..Eve ex Su.....	_____			6-13 -273
News..Rep..Morn ex Mon.....	\$ 625	.25	.09 G	6-13 -280
Elko (F 2)—Pop. 1,677.				
<i>Daily Newspapers.</i>				
Free Press..Rep..Eve ex Su.....	_____	.10	.09 I	6-13 -276
Independent..Dem..Eve ex Su.....	_____			6-13 -273
Ely (G 3)—Pop. 2,055.				
<i>Daily Newspapers.</i>				
Mining Expositor..Dem..Eve ex Su.....	_____	.50	.12½ I	6-13 -276
Goldfield (D 4½)—Pop. 4,358.				
<i>Daily Newspapers.</i>				
Tribune□..Ind..Eve ex Su.....	◎ 1,225	.65	.45 M	7-13 -301
<i>Weekly Publications.</i>				
News-Tribune□..Ind..Sat	◎ 2,000	1.25	.75 N	6-13 -276
Reno (B 3)—Pop. 10,867.				
<i>Daily Newspapers.</i>				
Gazette□..Rep..Eve ex Su.....	◎ 3,336	.40	.30 N	7-13 -290
State Journal□..Ind..Morn ex Su.....	\$ 4,804	.42½	.30 N	7-13 -287
Su Morn42½	.30 N	7-13 -287
Tonopah (D 4½)—Pop. 3,900.				
<i>Daily Newspapers.</i>				
Bonanza..Rep..Morn ex Sat.....	* 950	.25	.22½ I	7-13 -297
<i>Weekly Publications.</i>				
Miner..Dem..Sat	◎ 1,500	.75		6-13 -280
Min. rate 1 inch 1 mo. \$2.50.				
Virginia City (B 3)—Pop. 2,224.				
<i>Daily Newspapers.</i>				
Chronicle..Dem..Eve ex Su.....	_____	.75		6-13 -280
Min. rate 1 inch daily 1 mo. .10 insertion.				
Enterprise..Rep..Morn ex Mon.....	_____			6-13 -280
Winnemucca (D 1½)—Pop. (Twp.) 1,786.				
<i>Weekly Publications.</i>				
Star..Dem..Mon, Wed, Fri.....	◎ 842	.25	.10 N	7-13 -304

§ Government statement—See page 5. * Gross circulation. ◎ Net circulation. □ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

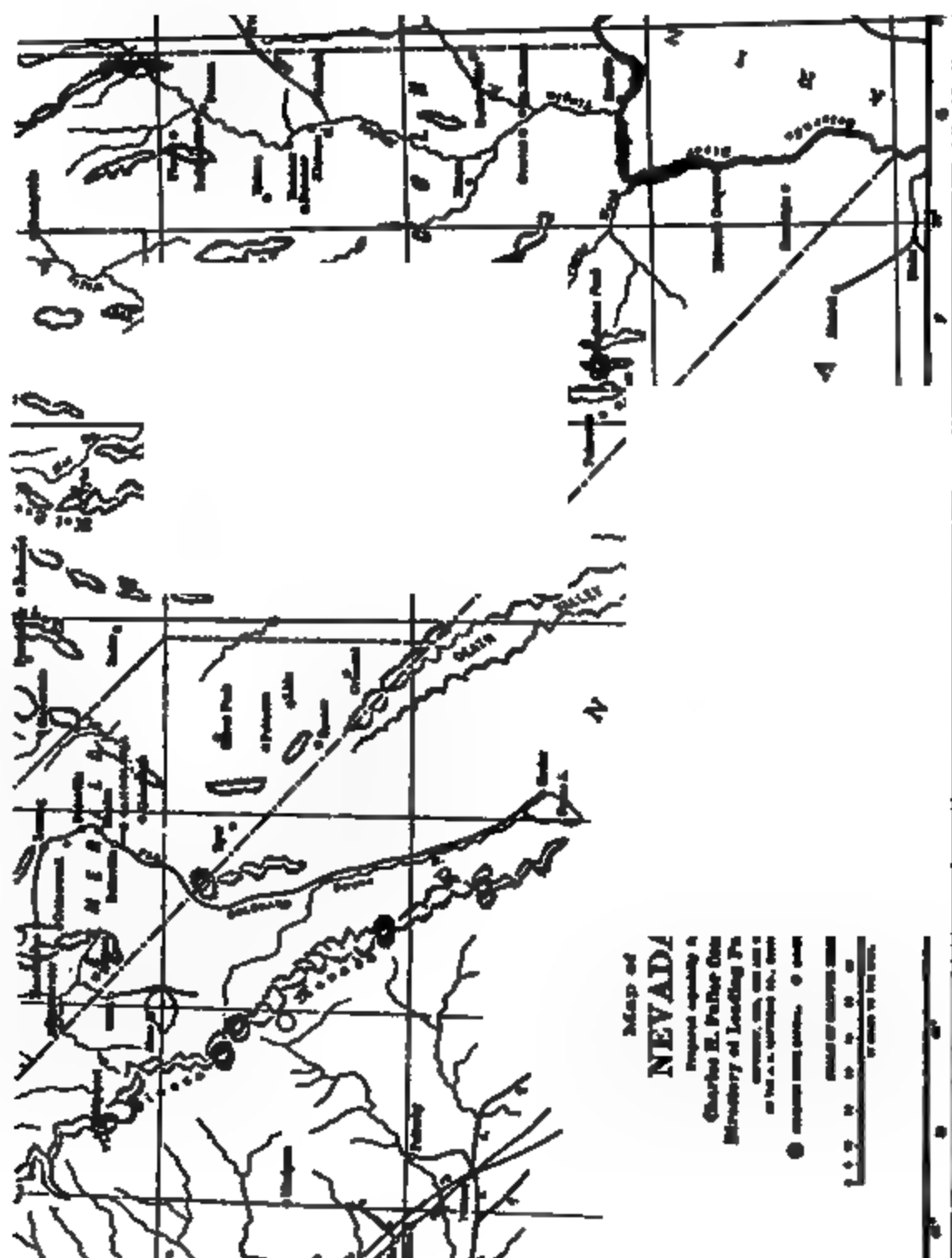
NEVADA

Seven cities in the state with total population of.....	Pop. 19,698
Division of population of entire state—	
Males	53,551
Females	29,324



NEVADA

Rural territory.....	Pop. 62,177
Total number of dwellings in state.....	23,044
Total number of families in state.....	23,677



MONTANA—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Missoula (C 4)—Pop. 12,869.				
Daily Newspapers.				
{ Missoulian☐..Ind..Morn ex Su.....		1.00	.42 I	7-13 -294 7-13 -294 7-13 -294
Su Morn				
{ Sentinel☐..Ind..Eve ex Su.....				
¶ You can cover Western Montana thoroughly at one cost with the Missoulian and the Sentinel, because their circulation is four times larger than all others published in this territory combined. G. Logan Payne Co., Reprs., Chicago, New York and Boston.				
Red Lodge (G 4)—Pop. 4,860.				
Weekly Publications.				
Picket..Ind..Fri				4-13 -280
Roundup (H 4)—Pop. 1,513.				
Weekly Publications.				
Record..Rep..Fri50	.20 B	6-13 -273

§ Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices.
¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

NEBRASKA—Pop. 1,192,214.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Beatrice (H 4)—Pop. 9,356.				
<i>Daily Newspapers.</i>				
Express..Rep..Eve ex Su.....	\$ 2,110	.15	.15 F	6-13 -280
Sun..Ind..Morn ex Mon.....	© 2,603	.15	.12 I	6-13 -280
Columbus (G 3)—Pop. 5,014.				
<i>Weekly Publications.</i>				
Blene (Ger)..Ind..Fri	© 1,500	.25	.10 G	6-13½-276
Telegram..Dem..Fri	© 3,013	.20	.15 I	6-13 -276
Fairbury (G 4½)—Pop. 5,294.				
<i>Weekly Publications.</i>				
Journal..Dem..Thur	© 2,900			6-13 -276
News..Rep..Thur	* 2,875	.15	.15 F	6-13 -280
Falls City (K 4½)—Pop. 3,255.				
<i>Daily Newspapers.</i>				
Journal..Rep..Eve ex Su.....	\$ 1,025	.12	.12 F	6-13 -280
Fremont (H 3)—Pop. 8,718.				
<i>Daily Newspapers.</i>				
Tribune..Rep..Eve ex Su.....	\$ 4,520	.18	.18 F	7-13 -294
Geneva (G 4)—Pop. 1,741.				
<i>Weekly Publications.</i>				
Nebraska Signal..Ind..Thur	© 3,022	.16	.16 F	6-13 -276
Grand Island (F 3½)—Pop. 10,326.				
<i>Daily Newspapers.</i>				
Free Press..Dem..Morn ex Su & Mon	© 1,200	.07	.05 I	6-13 -280
Su Morn	© 1,500	.07	.05 I	6-13 -280
Independent..Rep..Eve ex Su.....	\$ 3,650	.08	.08 F	7-13 -280
<i>Weekly Publications.</i>				
Free Press..Dem..Fri	© 1,600			6-13 -280
Independent..Rep..Wed & Sat.....	© 3,200	.08	.08 F	7-13 -280
Hastings (D 4)—Pop. 9,338.				
<i>Daily Newspapers.</i>				
Republican□..Ind-Dem..Eve ex Su.....	© 2,350	.12	.12 F	6-13 -280
Tribune□..Rep..Eve ex Su.....	\$ 5,640	.20	.20 F	7-13 -280
<i>Weekly Publications.</i>				
Democrat..Dem..Fri	© 3,480	.25	.25 F	6-13 -280
Kearney (E 4)—Pop. 6,202.				
<i>Daily Newspapers.</i>				
Hub..Rep..Eve ex Su.....	\$ 1,418	.16	.09 O	7-13 -294
Times..Ind..Morn ex Mon.....	—	.12	.12 F	6-13 -280
Lincoln (H 4)—Pop. 43,973.				
<i>Daily Newspapers.</i>				
{ Journal□..Rep..Morn ex Su..... }	© 29,064	.70	.70 F	{ 7-13 -301
{ News□..Rep..Eve ex Su..... }				{ 7-13 -301
{ Journal□..Su Morn	© 14,226	.70	.70 F	{ 7-13 -301
Nebraskan□..College..Morn ex Sat & Su.....	© 1,200	.25	.20 H	5-13 -210
(Published during college year. September to May, inclusive.)				

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

NEBRASKA—Pop. 1,192,214.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Beatrice (H 4)—Pop. 9,356.				
<i>Daily Newspapers.</i>				
Express..Rep..Eve ex Su.....	\$ 2,110	.15	.15 F	6-13 -280
Sun..Ind..Morn ex Mon.....	© 2,603	.15	.12 I	6-13 -280
Columbus (G 3)—Pop. 5,014.				
<i>Weekly Publications.</i>				
Blene (Ger)..Ind..Fri	© 1,500	.25	.10 G	6-13½-276
Telegram..Dem..Fri	© 2,013	.20	.15 I	6-13 -276
Fairbury (G 4½)—Pop. 5,294.				
<i>Weekly Publications.</i>				
Journal..Dem..Thur	© 2,200			6-13 -276
News..Rep..Thur	* 2,375	.15	.15 F	6-13 -280
Falls City (K 4½)—Pop. 3,255.				
<i>Daily Newspapers.</i>				
Journal..Rep..Eve ex Su.....	\$ 1,625	.12	.12 F	6-13 -280
Fremont (H 3)—Pop. 8,713.				
<i>Daily Newspapers.</i>				
Tribune..Rep..Eve ex Su.....	\$ 4,520	.18	.18 F	7-13 -294
Geneva (G 4)—Pop. 1,741.				
<i>Weekly Publications.</i>				
Nebraska Signal..Ind..Thur	© 2,022	.16	.16 F	6-13 -276
Grand Island (F 3½)—Pop. 10,326.				
<i>Daily Newspapers.</i>				
Free Press..Dem..Morn ex Su & Mon	© 1,200	.07	.05 I	6-13 -280
Su Morn	© 1,500	.07	.05 I	6-13 -280
Independent..Rep..Eve ex Su.....	\$ 2,650	.08	.08 F	7-13 -280
<i>Weekly Publications.</i>				
Free Press..Dem..Fri	© 1,600			6-13 -280
Independent..Rep..Wed & Sat.....	© 2,200	.08	.08 F	7-13 -280
Hastings (D 4)—Pop. 9,333.				
<i>Daily Newspapers.</i>				
Republican□..Ind-Dem..Eve ex Su.....	© 2,350	.12	.12 F	6-13 -280
Tribune□..Rep..Eve ex Su.....	\$ 5,640	.20	.20 F	7-13 -280
<i>Weekly Publications.</i>				
Democrat..Dem..Fri	© 3,480	.25	.25 F	6-13 -280
Kearney (E 4)—Pop. 6,202.				
<i>Daily Newspapers.</i>				
Hub..Rep..Eve ex Su.....	\$ 1,418	.16	.09 O	7-13 -294
Times..Ind..Morn ex Mon.....	—	.12	.12 F	6-13 -280
Lincoln (H 4)—Pop. 43,973.				
<i>Daily Newspapers.</i>				
{ Journal□..Rep..Morn ex Su..... }	© 29,064	.70	.70 F	{ 7-13 -301
{ News□..Rep..Eve ex Su..... }				{ 7-13 -301
{ Journal□..Su Morn	© 14,226	.70	.70 F	{ 7-13 -301
Nebraskan□..College..Morn ex Sat & Su.....	© 1,200	.25	.20 H	5-13 -210
(Published during college year. September to May, inclusive.)				

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

MONTANA—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Missoula (C 4)—Pop. 12,869.				
Daily Newspapers.				
{ Missoulian☐...Ind..Morn ex Su.....© 4,624 }		1.00	.42 I	7-13 -294
Su Morn© 5,189 }				7-13 -294
{ Sentinel☐...Ind..Eve ex Su.....© 2,518 }				7-13 -294
¶ You can cover Western Montana thoroughly at one cost with the Missoulian and the Sentinel, because their circulation is four times larger than all others published in this territory combined. G. Logan Payne Co., Reprs., Chicago, New York and Boston.				
Red Lodge (G 4)—Pop. 4,860.				
Weekly Publications.				
Picket..Ind..Fri© 8,100				4-13 -280
Boundup (H 4)—Pop. 1,513.				
Weekly Publications.				
Record..Rep..Fri© 2,375		.50	.20 B	6-13 -273

Ⓢ Government statement—See page 5. *Gross circulation. Ⓢ Net circulation. ☐ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

NEBRASKA—Pop. 1,192,214.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Beatrice (H 4)—Pop. 9,356.				
<i>Daily Newspapers.</i>				
Express..Rep..Eve ex Su.....	\$ 2,110	.15	.15 F	6-13 -280
Sun..Ind..Morn ex Mon.....	© 2,603	.15	.12 I	6-13 -280
Columbus (G 3)—Pop. 5,014.				
<i>Weekly Publications.</i>				
Blene (Ger)..Ind..Fri	© 1,500	.25	.10 G	6-13½-276
Telegram..Dem..Fri	© 2,013	.20	.15 I	6-13 -276
Fairbury (G 4½)—Pop. 5,294.				
<i>Weekly Publications.</i>				
Journal..Dem..Thur	© 2,200			6-13 -276
News..Rep..Thur	* 2,575	.15	.15 F	6-13 -280
Falls City (K 4½)—Pop. 3,255.				
<i>Daily Newspapers.</i>				
Journal..Rep..Eve ex Su.....	\$ 1,025	.12	.12 F	6-13 -280
Fremont (H 3)—Pop. 8,718.				
<i>Daily Newspapers.</i>				
Tribune..Rep..Eve ex Su.....	\$ 4,520	.18	.18 F	7-13 -294
Geneva (G 4)—Pop. 1,741.				
<i>Weekly Publications.</i>				
Nebraska Signal..Ind..Thur	© 2,022	.16	.16 F	6-13 -276
Grand Island (F 3½)—Pop. 10,326.				
<i>Daily Newspapers.</i>				
Free Press..Dem..Morn ex Su & Mon	© 1,200	.07	.05 I	6-13 -280
Su Morn	© 1,500	.07	.05 I	6-13 -280
Independent..Rep..Eve ex Su.....	\$ 2,650	.08	.08 F	7-13 -280
<i>Weekly Publications.</i>				
Free Press..Dem..Fri	© 1,600			6-13 -280
Independent..Rep..Wed & Sat.....	© 2,200	.08	.08 F	7-13 -280
Hastings (D 4)—Pop. 9,338.				
<i>Daily Newspapers.</i>				
Republican□..Ind-Dem..Eve ex Su.....	© 2,350	.12	.12 F	6-13 -280
Tribune□..Rep..Eve ex Su.....	\$ 5,640	.20	.20 F	7-13 -280
<i>Weekly Publications.</i>				
Democrat..Dem..Fri	© 2,420	.25	.25 F	6-13 -280
Kearney (E 4)—Pop. 6,202.				
<i>Daily Newspapers.</i>				
Hub..Rep..Eve ex Su.....	\$ 1,418	.16	.09 C	7-13 -294
Times..Ind..Morn ex Mon.....	—	.12	.12 F	6-13 -280
Lincoln (H 4)—Pop. 43,973.				
<i>Daily Newspapers.</i>				
{ Journal□..Rep..Morn ex Su..... }	© 29,064	.70	.70 F	7-13 -301
{ News□..Rep..Eve ex Su..... }				7-13 -301
{ Journal□..Su Morn	© 14,226	.70	.70 F	7-13 -301
Nebraskan□..College..Morn ex Sat & Su.....	© 1,200	.25	.20 H	5-13 -210
(Published during college year. September to May, inclusive.)				

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
 † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
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 average circulation for six months ending September 30, 1914, unless otherwise noted.

NEW JERSEY—Continued.			
East Orange (H 3½)—Pop. 34,371.			
<i>Weekly Publications.</i>			
American Citizen...Anti-Rom Cath...Sat..... (Moved to Rochester, N. Y., about Dec. 15, 1914.)			
Elizabeth (H 4)—Pop. 73,409.			
<i>Daily Newspapers.</i>			
Journal□...Rep...Eve ex Su.....	\$ 12,329	1.00	.35 I 7-13 -294
† Member Audit Bureau of Circulations. City circulation, 9,698; suburban, 2,885. Total net paid, 12,083. Only two cent paper. The medium with quality and quantity circulation in this field. A worth while small city daily.			
Times□...Dem...Eve ex Su.....	\$ 8,634	.70	.25 N 8-13 -294
† The Times has eighty per cent of its circulation in city, little duplication. Only penny paper. Many manufacturing plants: Singer Sewing Machine with 8,000 employees.			
<i>Weekly Publications.</i>			
Issue...Socialist...Fri	© 2,600		7-13 -270
Hackensack (H 3)—Pop. 14,050.			
<i>Daily Newspapers.</i>			
Record□...Ind...Eve ex Su.....	\$ 5,310	.50	.20 M 7-13 -280
Hoboken (H 3½)—Pop. 70,324.			
<i>Daily Newspapers.</i>			
Hudson Observer□...Ind...Eve ex Su.....	\$ 33,471	1.40	.84 L 7-13 -300
† The Observer is the great home newspaper of Hudson County, which contains one-fourth of State's population. This field cannot be covered by outside newspapers. Concentrate, reach 38,000 homes in N. J. through Observer alone. Member A. B. C.			
<i>Monthly Publications.</i>			
Columbiad□...Frat...M	* 320,497	10.50	4-13 -190
Min. rate 1 p. 1 tl. \$453.00.			
Jersey City (H 3½)—Pop. 267,779.			
<i>Daily Newspapers.</i>			
Journal□...Ind-Rep...Eve ex Su.....	\$ 22,432	.84	.84 F 8-13 -300
† The Jersey Journal is a home newspaper, 90% of its circulation being home delivered. Its strength lies in its complete presentation of local news which affects the business and social life of the community and is not covered by any other paper. Member of the Audit Bureau of Circulations.			
<i>Weekly Publications.</i>			
Chronicle...Ind...Fri	—		7-13 -280
Glos Narodu (Polish)...Ind...Thur.....	—	1.50	1.50 F 7-13 -304
Svoboda (Ruthenian)...Ind...Thur	—	.75	.50 A 6-13 -273
Long Branch (J 5)—Pop. 13,298.			
<i>Daily Newspapers.</i>			
Record...Ind-Dem...Eve ex Su.....	© 4,110	.25	.14 I 7-13 -287
Millville (D 9)—Pop. 12,451.			
<i>Daily Newspapers.</i>			
Republican...Rep...Eve ex Su.....	* 2,100	.20	.05 N 7-13 -280
Morristown (G 3)—Pop. 12,507.			
<i>Daily Newspapers.</i>			
Record□...Ind...Eve ex Su.....	© 3,183	.25	.12 B 7-13 -276

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

NEW JERSEY—Continued.**Newark (H 3½)—Pop. 347,469.****Daily Newspapers.**

{ Erzahler (Ger) □ ..Ind-Rep..Su Morn..... }	* 15,000	.60	.45 N	7-13 -294
{ Freie Zeitung (Ger) □ ..Ind-Rep.Morn ex Su }	* 11,000	.50	.35 N	7-13 -294
News □ ..Ind..Eve ex Su.....	© 73,019	1.96	1.40 L	7-13 -330
Star □ ..Ind..Morn & Eve ex Su.....	\$ 67,376	1.75	1.26 L	8-12½-308

‡The local department stores use and endorse the Newark Star with full copy. In nearly 70,000 of the buying homes in and around Newark, the Star is read and believed every day. Newark cannot be properly covered without the Star.

Weekly Publications.

Kronika (Polish) ..Ind..Thur	—	.50	.33 D	7-13 -280
Sunday Call □ ..Ind..Su	© 39,887	1.40	1.12 L	7-13 -333

Monthly Publications.

Physicians' Drug News ..Drugs..M.....	* 4,700			2-15 -112
¼ p. 1 tl. \$15.00. Min. rate 1 p. mo. 1 yr. \$25.00 insm.				
Railroad Employees ..Frat..M	© 17,093	1.50		4-13 -168
Min. rate 1 mag. p. mo. 1 yr. \$10.00 mag. page.				

New Brunswick (G 4½)—Pop. 23,333.**Daily Newspapers.**

Home News □ ..Ind..Eve ex Su.....	\$ 7,633	.50	.17 I	7-13 -287
Times □ ..Ind..Eve ex Su.....	© 4,920	.15	.15 F	7-13 -290

Passaic (H 3)—Pop. 54,773.**Daily Newspapers.**

Herald □ ..Dem..Eve ex Su.....	—	.50	.21 N	7-13 -294
News □ ..Ind..Eve ex Su.....	\$ 6,461	.50	.16 N	7-13 -301

Paterson (H 3)—Pop. 125,600.**Daily Newspapers.**

Call □ ..Rep..Morn ex Su.....	\$ 11,731	1.00	.40 N	8-13 -308
Guardian □ ..Ind-Dem..Eve ex Su.....	\$ 10,372	1.00	.30 N	8-13 -304
News □ ..Ind..Eve ex Su.....	\$ 10,737	1.26	.35 D	8-13 -294
{ Press □ ..Rep..Eve ex Su.....	© 4,102	.50	.15 N	7-13 -280
{ Sunday Chronicle □ ..Rep..Su Morn.....	© 6,282	.75	.25 N	7-13 -280

Weekly Publications.

Oosten (Hollandish) ..Ind..Thur	© 1,995	.15	.15 F	7-13 -280
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Perth Amboy (G 4½)—Pop. 32,121.**Daily Newspapers.**

News □ ..Ind..Eve ex Su.....	© 6,150	.35	.17 I	7-13 -308
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Monthly Publications.

Spøgefuglen (Norw-Dan) ..Humorous	© 1,600			3-13½-126
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Phillipsburg (D 4)—Pop. 13,903.**Daily Newspapers.**

Press ..Non-Part..Eve ex Su.....	—	.40	.15 I	7-13 -287
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Plainfield (G 4)—Pop. 20,550.**Daily Newspapers.**

Courier-News □ ..Rep..Eve ex Su.....	\$ 5,856	.75	.20 N	7-13 -308
Press □ ..Ind..Eve ex Su.....	\$ 2,873	.35	.15 B	7-13 -287

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. ‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

NEW JERSEY—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Princeton (F 5)—Pop. 5,136.				
<i>Daily Newspapers.</i>				
Princetonian..College..Morn ex Su.....©	1,305	.50		5-13 -245
Min. rate 600 inches 1 yr. .30 inch.				
Red Bank (H 5)—Pop. 7,398.				
<i>Weekly Publications.</i>				
Register..Ind..Wed	\$ 5,404	.50	.20 A	7-13 -308
<i>Monthly Publications.</i>				
Farmers' Success..Agrl..M	—	1.00	1.00 F	4-13½-175
Ridgewood (H 2½)—Pop. 5,416.				
<i>Monthly Publications.</i>				
Editor..Lit..Fortnightly..Sat	8,200			2-13 - 95
No less than 2 insertions sold. 1 inch 2 tl. \$5.00. 1 page 2 tl. \$50.00.				
Trenton (E 5½)—Pop. 96,815.				
<i>Daily Newspapers.</i>				
State Gazette□..Ind-Rep..Morn ex Su.....	\$ 10,513	.49	.28 G	7-13 -308
{ Times□..Ind..Eve ex Su.....	\$ 23,292	.70	.70 F	8-12½-308
{ Sunday Times-Advertiser□..Ind..Su	© 16,105	.70	.70 F	8-12½-308
Union Hill (H 3½)—Pop. 21,023.				
<i>Daily Newspapers.</i>				
Hudson Dispatch□..Dem..Morn ex Su.....©	10,000	.28	.28 F	7-13 -301
‡ Union Hill is hub of six most flourishing towns in state. Pop. 125,000. Only daily. Over 90% of domestic embroideries of the U. S. mfgd. here—second in silk industry—employing 20M people. Other big employing industries. Ten banks.				
Vineland (D 8½)—Pop. 5,282.				
<i>Daily Newspapers.</i>				
Journal..Ind..Eve ex Su.....	\$ 1,600	.25	.10 A	7-13 -304
Woodbury (D 7)—Pop. 4,642.				
<i>Daily Newspapers.</i>				
Times..Rep..Eve ex Su.....	\$ 1,560	.10	.10 F	7-13 -273

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
average circulation for six months ending September 30, 1914, unless otherwise noted.

NEW MEXICO—Pop. 327,301.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Albuquerque (F 5)—Pop. 11,020.				
<i>Daily Newspapers.</i>				
Herald☐...Dem...Eve ex Su.....	\$ 2,800	.21	.21 F	7-13 -287
Journal☐...Ind-Rep...Morn ex Su.....	\$ 7,547	.35	.28 A	7-13 -287
† Preëminent in City and State, nearly trebling circulation of any other paper in state. Use The Journal for results.				
<i>Weekly Publications.</i>				
Bandera Americana (Span)...Rep...Fri.....	—	.14	.12 A	8-13 -336
East Las Vegas (J 4)—Pop. 5,000.				
<i>Daily Newspapers.</i>				
Optic...Rep...Eve ex Su.....	\$ 1,890	.12½	.12½ F	7-13 -280
<i>Weekly Publications.</i>				
La Voz del Pueblo (Span)☐...Dem...Sat.....	© 2,850	.50		7-13 -308
Min. rate 1 inch wkly. † mos. .25 inch.				
Optic & Live Stock Grower...Rep...Sat.....	\$ 1,645	.15	.15 F	4-13 -182
Las Vegas (J 4)—Pop. 3,179.				
<i>Weekly Publications.</i>				
Revista Catolica (Span)...Cath...Su.....	—	.30	.30 F	8-13 -140
Roswell (L 9)—Pop. 6,172.				
<i>Daily Newspapers.</i>				
News...Dem...Eve ex Su.....	© 1,500	.20	.15 N	6-13 -276
Record...Dem...Eve ex Su.....	—	.25	.15 D	6-13 -280
Santa Fe (H 4)—Pop. 5,072.				
<i>Daily Newspapers.</i>				
New Mexican☐...Prog...Eve ex Su.....	© 1,200	.30	.20 O	7-13 -304
<i>Weekly Publications.</i>				
El Nuevo Mexicano (Span)☐...Prog...Thur....	© 2,325	.30	.25 O	7-13 -304
<i>Monthly Publications.</i>				
Revista Ilustrada (Span)☐...Lit...M.....	© 5,000	.75	.50 A	3-13 -140
Taos (H 3)—Pop. 521.				
<i>Weekly Publications.</i>				
Revista de Taos (Span)☐...Rep...Fri.....	© 4,190	.12½	.12½ F	6-13 -273

§ Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 8. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

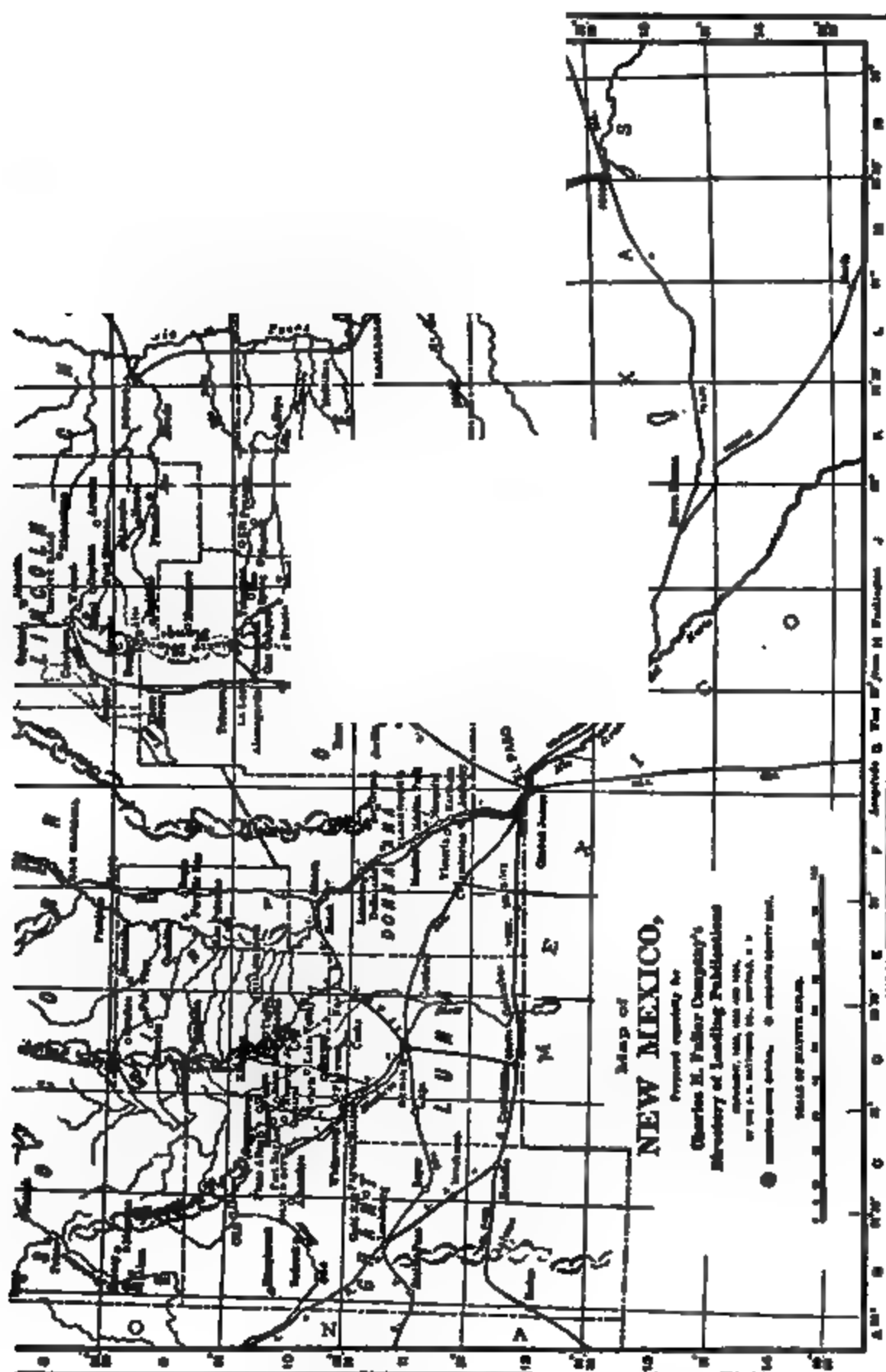
NEW MEXICO.

Cities and Towns of—	No.	Pop.
10,000 inhabitants or over.....	1	11,030
5,000 to 10,000 inhabitants.....	2	11,244
2,500 to 5,000 inhabitants.....	7	24,307
Total urban territory.....	...	46,571



NEW MEXICO.

	No.	Pop.
Rural territory.....		280,720
Cities and towns of less than 2,500 inhabitants.....	20	17,613
Other rural territory.....		263,117
Total number of dwellings in state.....		75,883
Total number of families in state.....		78,883



NEW YORK—Pop. 9,113,614.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Albany (N 5)—Pop. 100,253.				
<i>Daily Newspapers.</i>				
Argus..Dem..Morn & Su.....	\$ 14,794	1.26	.35 P	7-13 -280
Journal□..Rep..Eve ex Su.....	\$ 16,982	1.00	.49 G	7-13 -280
† The Albany Evening Journal is the representative family newspaper of Albany and vicinity. It gives both quality and quantity in circulation. Its advertising patronage comes from general merchants, banks, bankers and brokers and all classes of advertisers. Its circulation is large and solid and reaches the homes.				
Knickerbocker Press□..Ind..Morn ex Su.....	\$ 38,511	.70	.70 F	8-12½-294
Su Morn	\$ 31,140	.70	.70 F	8-12½-294
☐ † The average net paid circulation of the Knickerbocker-Press for the year 1914 was 36,306 daily and 30,046 Sunday. This circulation statement of the Knickerbocker-Press is hereby guaranteed by the C. H. Fuller Co. in sum of \$1,000. Plan of guarantee and permission to audit explained on Page 4. The Knickerbocker-Press is recognized by every one as the best newspaper published in Albany and the Capitol District and is read by people who have money to spend. John Branham Co., Publisher's Representatives, Chicago and New York.				
Times-Union□..Ind..Eve ex Su.....	\$ 41,165	.84	.84 F	8-12½-308
<i>Weekly Publications.</i>				
II Bastone (Ital)..Ind..Sat.....	—	.20	.10 A	7-15 -280
Telegram□..Ind..Su	© 21,828	.70	.70 F	7-13 -280
<i>Monthly Publications.</i>				
American Education..Educ..M ex July & August	—	2.00		2-15 -112
Min. rate 1 p. mo. 1 yr. \$15.00 insertion.				
Motordom..Motoring..M	—	7.00		2-21 -140
Min. rate ¼ p. mo. 1 yr. \$15.00 insertion.				
Amsterdam (M 4½)—Pop. 31,267.				
<i>Daily Newspapers.</i>				
Recorder & Democrat□..Rep..Eve ex Su.....	© 4,347	.50	.14 I	7-13 -308
Sentinel□..Dem..Morn ex Mon.....	\$ 2,837	.25	.15 I	7-13 -294
Arcade (C 5½)—Pop. 1,294.				
<i>Weekly Publications.</i>				
Herald..Rep..Fri (4 edns).....	© 5,000	.50	.14 G	6-13 -280
Auburn (G 5)—Pop. 34,668.				
<i>Daily Newspapers.</i>				
Advertiser-Journal□..Rep..Eve ex Su.....	\$ 4,367	.50	.15 I	7-13 -280
Citizen□..Ind..Eve ex Su.....	© 6,848	.50	.18 N	7-13 -280
Ballston Spa (N 4½)—Pop. 4,138.				
<i>Daily Newspapers.</i>				
Journal..Rep..Eve ex Su.....	—	.25	.08 N	8-13 -304
News..Dem..Eve ex Su.....	\$ 503			7-13 -280
Batavia (D 4½)—Pop. 11,613.				
<i>Daily Newspapers.</i>				
News□..Rep..Morn & Eve ex Su.....	© 3,323	.50	.20 I	7-13 -280
Beacon (N 7½)—Pop. 10,629. (Formerly Fishkill and Matteawan.)				
<i>Daily Newspapers.</i>				
Herald..Rep..Eve ex Su.....	© 2,753	.20	.15 N	8-13 -336
Journal..Dem..Eve ex Su.....	\$ 1,450			6-13 -280

☐ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
† Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

ALBANY, N. Y.—A One-Paper City

THE ONE NEWSPAPER

THE TIMES-UNION

Ask Advertisers Who Use Our Columns Exclusively

Albany might well be called "The gateway of the West." At the head of Navigation on the Hudson River and the New Barge Canal Terminal, it has many unusual distinctions for a city of 100,000 population.

Its public school system of 26 buildings with 12,000 pupils and 353 principals; the New High School costing \$800,000, with 1,650 scholars and 57 professors; the New State Normal College opposite the High School, an imposing structure costing \$355,000, with 710 scholars and 55 professors, are unsurpassed for the excellence of instruction.

In addition there are 26 private schools having 371 principals and 6,000 students.

Besides these institutions there are several departments of Union University, Albany Medical College, Albany Law School, Albany College of Pharmacy, Dudley Observatory, Bender Hygienic Laboratory.

The State Educational building, one of the finest structures of its kind in the world, costing \$5,000,000, has accommodations for 2,000,000 volumes. Through this library the learning of all ages is available. No institution in the country affords better opportunities for reading on any subject desired. In addition to this, there are 12 libraries containing over 525,000 books.

Albany has 4 banks of discount and 2 Trust Companies clearing \$320,000,000 in 1914, and 7 Savings Banks with 114,448 open accounts and \$80,000,000 on Deposit.

Three hundred passenger and 300 freight trains pass through Albany daily. It is the second largest Express, and the third largest Mail Transfer Station in the United States.

The Largest and Finest steamers (on inland waters) in the world run between Albany and New York on the famous Hudson River.

The Albany Commercial Co., composed of 200 of the principal business men of Albany, have just completed a \$200,000 manufacturing building, to promote the industrial welfare of the city by giving to manufactures the best facilities which could be supplied by a modern factory building, arranged for either small or large manufacturing.

In this rich thriving City of 100,000 people 26,000 Times-Unions are delivered every evening to paid-in-advance subscribers, and 16,000 in the suburban towns.

THE PROMOTION DEPARTMENT OF THE TIMES-UNION IS AT YOUR SERVICE

MARTIN H. GLYNN, Editor and Publisher,
Times-Union Building, Albany, N. Y.

Foreign Representatives

Verree & Conklin

Brunswick Building, New York City

Steger Building, Chicago

NEW YORK—Continued.

Binghamton (J 6)—Pop. 48,443.

Daily Newspapers.

	1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Press & Leader☐...Ind..Eve ex Su.....◎ 25,817	1.40	.56 L	7-13 -294

‡ The Press is delivered by its own carriers into 92% of Binghamton homes and suburbs. 72% of Press circulation is within 20 mile radius. This concentrated circulation has made Binghamton a one-paper town. Only Binghamton paper member A. B. C. The John Budd Co., Advtg. Repra.

Republican Herald☐...Ind-Rep..Morn ex Su....◎ 17,316	.98	.42 G	7-13 -287
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Brooklyn (N 9)—Pop. 1,634,351.

Daily Newspapers.

Citizen☐...Dem..Eve ex Su.....} \$ 33,454	2.10	.98 O	7-13 -296
Su Morn			7-13 -296

‡ The Citizen, only regular Democratic daily in a community of 120,000 enrolled Democrats. Advertisers contemplating covering Brooklyn, population 1,700,000, cannot use a better medium than the Citizen. Its circulation is a family circulation. It goes into homes of thrifty, home-owning Brooklynites—Daily, 1 cent. No street sales.

Eagle☐...Ind-Dem..Eve ex Su.....} \$ 44,227	2.24	2.24 F	7-13 -316
Su Morn			7-13 -316

Freie Presse (Ger)..Rep..Eve ex Su.....	2.24	2.24 F	7-13 -280
Su Morn	2.24	2.24 F	7-13 -280

Standard Union☐...Rep..Eve ex Su.....\$ 61,970	2.10	2.10 F	8-12½-298
Su Morn\$ 71,254	2.10	2.10 F	8-12½-298

‡ Sworn net circulation of the Brooklyn Standard Union—all returns, free copies, etc., eliminated—6 months to October 1, 1914: Daily issue, 61,970; Sunday, 71,254.

No other Brooklyn paper makes a "net" statement.

No other Brooklyn newspaper claims so large a circulation.

For twenty months the Standard Union has carried more department store advertising than any paper in Greater New York, excepting the Journal and American, and the Morning and Evening World.

Department store managers know which papers bring returns.

Daily and Sunday rate 15c flat to everyone, department stores included.

No discounts for any amount of space.

Times☐...Rep..Eve ex Su.....\$ 41,050	2.10	1.26 L	7-13 -308
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Weekly Publications.

Brooklyn Reform (Ger)☐...Dem..Sat.....◎ 11,200	2.10		7-13 -308
Min. rate 1 inch wkly. 1 yr. .48 insertion.			

Chat☐...Local..Sat (3 edns).....◎ 85,208	3.64	2.94 G	7-13 -280
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Finska Amerikanaren (Swed)..Ind..Thur.....	.50	.40 G	7-13 -294
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Gwiazda Wschodu (Polish)..Ind..Sat.....◎ 10,000			6-13 -273
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Home Talk..Local..(Home edn)..Wed.....	1.00		7-13 -304
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(Issued for free distribution.)

Min. rate 1 inch wkly. 1 yr. .70 insertion.

Home Talk..Local..(Subrn edn)..Ind..Wed.....	.60		7-13 -304
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(Issued for free distribution.)

Min. rate 1 inch wkly. 1 yr. .35 insertion.

Item..Local..Fri	1.00		7-13 -304
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(Issued for free distribution.)

Min. rate 1 inch wkly. 1 yr. .70 inch.

Life☐...Society..Sat	3.50	2.80 G	3-13½-168
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New Yorkin Uutiset (Finn)..Ind..Wed & Sat....	.50		7-13 -280
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Min. rate 1 inch a-wkly. 1 yr. .30 insertion.

Nordisk Tidende (Norw)☐...Thur.....* 10,000	.60		7-13 -280
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Min. rate 1 inch wkly. 1 yr. .40 insertion.

South Brooklyn News☐...Local..Sat.....◎ 20,000	.40	.40 F	7-13 -280
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Tablet☐...Cath..Sat	1.68	.70 G	7-13 -305
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‡ Government statement—See page 5. *Gross circulation. ◎Net circulation. ☐ Can use matrices. ‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

NEW YORK—Continued.				1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Brooklyn—Continued.						
Monthly Publications.						
Motion Picture Magazine□.Motion Pictures.M© 219,101				16.00		2-16 -112
Min. rate ¼ p. mo. 6 consecutive insertions \$23.13 insn.						
Peerless Fashions..Fashions..Quar						4-13 -168
¼ p. 1 tl. \$25.00. Min. rate ¼ p. mo. 4 tl. \$23.75 insertion.						
Peerless Fashion Guide..Fashions..M.....				12.60		4-13 -168
Min. rate 1 inch mo. 1 yr. \$11.34 insertion.						
Buffalo (C 5)—Pop. 423,715.						
Daily Newspapers.						
Commercial..Rep..Eve ex Su.....				2.10		7-13 -300
Min. rate 1 inch daily 1 yr. .35 inch.						
{ Courier□..Dem..Su				2.10	1.68 I	7-13 -303
{ Courier□..Dem..Morn ex Su.....				2.10	1.68 I	8-13 -303
{ Enquirer□..Dem..Eve ex Su.....				2.10	1.68 I	8-13 -303
¶ The most interesting fact in Buffalo for advertisers is the rapid, steady growth of the Buffalo Enquirer, the evening paper published by W. J. Conners, owner of The Courier. The circulation of the Enquirer is now over 60,000. Double what it was three years ago. The average circulation for year 1914 was as follows: Evening Enquirer, 60,106; Daily Morning Courier, 67,131; Sunday Courier, 99,241. This gives a daily combination for Courier and Enquirer of 127,237, which makes it the best proposition in city.						
Demokrat (Ger)□..Ind-Dem..Eve ex Su..... \$ 10,775				.75	.30 N	7-13 -308
Dziennik Dla Wazystkich (Pol)..Rep.....						
Eve ex Su.....				.40	.25 N	7-13 -280
Su Morn40	.25 N	7-13 -280
{ Express□..Ind-Rep..Morn ex Su.....				2.10	.98 G	7-13 -300
{ Illustrated Express□..Ind-Rep..Su Morn..				2.80	1.68 G	7-13 -300
Live Stock Record..Live Stock..Eve ex Su.....				.20	.20 F	7-13 -301
News□..Rep..Eve ex Su..... \$ 104,281				2.80	1.96 G	8-13 -301
Polak w Ameryce (Polish)..Prog..Rep						
Morn ex Su..... \$ 9,748				.35	.25 N	7-13 -280
{ Times□..Dem..Eve ex Su..... \$ 56,872				2.52	1.12 I	8-13 -300
{ Illustrated Sunday Times□..Dem..Su Morn. \$ 57,872				2.52	1.12 I	7-13 -300
¶ Seven day newspapers in Buffalo during 1914 were The Times, News, Courier and Express.						
The Buffalo Times carries more paid display advertising, more department store advertising, more automobile advertising than any other seven day Buffalo newspaper.						
Every local advertiser uses The Times.						
They are on the ground and know their business.						
Volksfreund (Ger)..Dem..Eve ex Su.....				1.00	.50 N	7-13 -287
Weekly Publications.						
Aurora & Christliche Woche (Ger)..Cath..Fri..© 8,650				.42	.35 N	6-13 -266
Catholic Union & Times..Cath..Thur.....				1.00	.75 B	7-13 -287
Demokrat (Ger)□..Ind-Dem..Wed75	.30 N	7-13 -308
East Side News..Ind..Wed.....				.75	.47 K	7-13 -300
Gazeta Buffaloska (Pol)..Rep..Wed.....© 6,550				.50		6-13 -280
Min. rate 1 inch wkly. 1 yr. .30 inch						
Horse World..Horse Interests & Agri..Tu.....				2.50		4-13½-182
Min. rate ¼ p. wkly. 1 yr. \$9.04 insertion.						
Illustrated Sunday Magazine..Lit..Su.....© 1,352,067				56.00		4-13½-180
Min. rate 1 p. 1 tl. \$2,592.00.						
Truth□..Ind..Thur				1.00	1.00 F	3-16 -150
Monthly Publications.						
American Blacksmith..Trade..M				4.00		3-13 -140
Min. rate 1 p. mo. 1 yr. \$67.50 insertion.						
American Poultry World□..Poultry..M.....* 45,059				4.20	2.24 L	3-13 -140

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The Illustrated Sunday Magazine.

The Illustrated Sunday Magazine circulates nearly 1,300,000 copies each week with sixteen metropolitan Sunday newspapers. This tremendous circulation is concentrated in definite territory—in and around 16 distributing centers. The territory is the best buying territory in America.

The National Magazines and Weeklies circulate throughout the whole country, and are logical mediums for a National campaign, but alone they do not solve the problem for the big distributing centers. These deserve individual treatment.

The Illustrated Sunday Magazine takes care of 16 of these distributing centers, giving as much circulation in and around these centers as could be given by a magazine with 7,000,000 circulation.

The Illustrated Sunday Magazine is a real Weekly Magazine. It has all the features of a National Magazine. The fiction—short stories and continued stories—is a strong feature of the magazine, and the best known authors in the country contribute regularly. Rex Beach, Sir Gilbert Parker, George Randolph Chester, Jack London, Gouverneur Morris, F. Hopkinson Smith, Robt. W. Chambers and George Barr McCutcheon, and such artists as Harrison Fisher, J. Montgomery Flagg, May Wilson Preston, Hamilton King, etc., are featured regularly.

Its magazine quality and standard are a guaranty that the publication is retained in the home for many weeks, and advertisers invariably report returns over a period of many weeks.

THE LIST.

1,300,000 Circulation.

Published Co-operatively by and as a Part of the Sunday Edition of the

Pittsburgh Gazette-Times	Philadelphia Record
Minneapolis Tribune	Boston Herald
Rochester Democrat & Chronicle	Detroit Free Press
Memphis Commercial-Appeal	Milwaukee Sentinel
Louisville Courier-Journal	Des Moines Register and Leader
Omaha World-Herald	Dayton News
Columbus Dispatch	Providence Tribune
Buffalo Times	Worcester Telegram

Each paper on the list is a dominant factor in its local field, and inasmuch as the Sunday Magazine is identified with the local newspaper in each city, it exerts a very definite trade influence.

The dealer who is your local representative, and who is closer to the buying public of his territory (which is a part of your territory) than you can possibly be, may read and know of but a few magazines, but his local newspaper is a part of his everyday life, and he knows that when you are advertising in the Sunday Magazine distributed with an influential newspaper, that four-fifths of the possible customers of his store will read that advertisement.

He further realizes that the readers of your advertisement may go to his neighbor's store to make the purchase. So to divert them to his store in many cases he makes window display of your goods, instructs his clerks to push your goods during the week following your advertising, and in many instances advertises over his name, and at his own expense, that he handles the products advertised in the Illustrated Sunday Magazine.

We have a co-operative plan which has produced very remarkable results for several National advertisers. We have tangible proofs of the results and are always glad to give details of the plan and to show the evidences.

ILLUSTRATED SUNDAY MAGAZINE.

Paul Block, Inc., Advertising Managers.

New York	Boston	Chicago	Detroit
250 Fifth Avenue	201 Devonshire Street	Mallers Building	Kresge Building

NEW YORK—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length.
Buffalo—Continued.				
<i>Monthly Publications.</i>				
Buffalo Motorist..Motoring..M	_____			2-18½-124
½ p. 1 tl. \$5.50. Min. rate 1 p. mo. 1 yr. \$20.25 insertion.				
C. M. B. A. Advocate..Cath..Frat..M.....	_____	5.00		4-13 -175
Min. rate 1 p. 1 tl. \$150.00.				
La Hacienda (Span)..Export..M.....	_____			2-20 -134
1-16 p. 1 tl. \$16.00. Min. rate 1 p. mo. 1 yr. \$126.00 insn.				
{ Literary Magazine Section□..Lit..M..... }	© 307,000	14.00	14.00 F	4-13½-180
{ National Monthly□..Lit..M	}			
Switchmen's Journal..Ry Employees..M.....	© 18,000	4.00		2-14 -112
Min. rate 1 p. mo. 1 yr. \$20.00 insertion.				
<i>Yearly Publications.</i>				
Hausfreund Familien Kalender (Ger)..Yearly....	_____			2-16 -112
½ p. 1 tl. \$10.00. Min. rate 1 p. 1 tl. \$75.00.				
Canandaigua (F 5)—Pop. 7,217.				
<i>Daily Newspapers.</i>				
Messenger..Dem..Eve ex Su.....	© 2,183			6-13 -280
<i>Weekly Publications.</i>				
Journal..Rep..Fri	* 2,275	.15	.15 F	9-13 -364
Catskill (N 6)—Pop. 5,296.				
<i>Daily Newspapers.</i>				
Mall..Dem..Eve ex Su.....	\$ 1,470	.30	.08 N	6-13 -280
<i>Weekly Publications.</i>				
Recorder..Dem..Fri	© 4,524	.50	.13 P	7-13 -322
Chatham (N 6)—Pop. 2,251.				
<i>Weekly Publications.</i>				
Courier (5 edns)..Rep..Wed.....	© 5,000	.25	.15 A	7-13 -308
Cohoes (N 5)—Pop. 24,709.				
<i>Daily Newspapers.</i>				
Dispatch..Dem..Eve ex Su.....	_____	.40	.20 N	7-13 -276
Republican□..Rep..Eve ex Su.....	\$ 3,713	.25	.12 I	7-13 -287
Cooperstown (L 5)—Pop. 2,484.				
<i>Monthly Publications.</i>				
American Motherhood..Household..M	_____	6.25	6.25 F	2-16 -112
Table Talk..Culinary..M	_____	2.25	2.25 F	2-16 -112
Corning (F 6)—Pop. 13,730.				
<i>Daily Newspapers.</i>				
Journal□..Rep..Eve ex Su.....	_____	.25	.10 N	7-13 -280
Leader□..Ind-Dem..Eve ex Su.....	\$ 3,359	.50	.18 I	7-13 -276
Cortland (H 5)—Pop. 11,504.				
<i>Daily Newspapers.</i>				
Standard..Rep..Eve ex Su.....	\$ 4,553	.25	.14 I	7-13 -287
<i>Weekly Publications.</i>				
Democrat..Dem..Fri	© 2,398	.10	.10 F	7-13 -304

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
 ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
 are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
 average circulation for six months ending September 30, 1914, unless otherwise noted.

NEW YORK—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Dansville (E 5½)—Pop. 3,938.				
<i>Daily Newspapers.</i>				
Breeze...Rep...Eve ex Su.....	\$ 1,500	.07	.07 F	7-13 -308
<i>Monthly Publications.</i>				
Normal Instructor and Primary Plans..Educ M ex July & August.....	© 125,000	7.00		4-13½-171
Min. rate 1 p. \$256.50 insertion. ‡ Circulation of Normal Instructor and Primary Plans is exclu- sively among public school teachers—85% women. There are over 400,000 public school teachers in America. Their buying power is indicated by their total salaries of \$25,000,000 monthly. Every teacher is closely associated with some home. For all articles used by women this is a re- sponsive and profitable field.				
Delhi (L 6)—Pop. 1,736.				
<i>Weekly Publications.</i>				
Express...Rep...Fri	© 5,000	.12	.08 A	6-13 -276
Dunkirk (B 5½)—Pop. 17,221.				
<i>Daily Newspapers.</i>				
Observer□...Rep...Eve ex Su.....	\$ 2,642	.25	.10 G	7-13 -280
<i>Weekly Publications.</i>				
Grape Belt & Chautauqua Farmer□...Agrl Tu & Fri.....	© 3,508	.25	.15 I	7-13 -280
East Aurora (C 5)—Pop. 2,781.				
<i>Monthly Publications.</i>				
Fra...Lit...M	© 60,470			2-20 -147
¼ p. 1 tl. \$30.00. Min. rate ¼ p. 1 tl. \$50.00 insertion.				
Philistine...Lit...M	© 111,900			1-18 - 59
¼ p. 1 tl. \$35.00 flat.				
Elmira (G 6½)—Pop. 37,176.				
<i>Daily Newspapers.</i>				
Advertiser□...Rep...Morn ex Su.....	\$ 11,977	.25	.25 F	7-13 -280
Herald□...Dem...Eve ex Su.....	© 8,300	.25	.25 F	7-13 -280
Star-Gazette□...Ind-Dem...Eve ex Su.....	\$ 19,577	.84	.42 G	7-13 -280
<i>Weekly Publications.</i>				
Telegram□...Neut...Su	* 51,045	1.68	1.68 F	7-13 -301
‡ The big, exclusive Sunday newspaper of all South Central New York and Northeastern Pennsylvania. The John Budd Co., Advertising Representatives.				
<i>Monthly Publications.</i>				
Poultry Review...Poultry...M	—	4.20	3.50 A	2-15 -112
Florida (M 8)—Pop. 600.				
<i>Monthly Publications.</i>				
Stamp Journal...Philatelic...M	—	1.00		2-13 - 98
Min. rate ¼ p. 1 tl. \$5.00 insertion.				
Flushing (N 9)—Pop. 10,000.				
<i>Daily Newspapers.</i>				
Journal...Ind-Dem...Eve ex Su.....	—	.28	.16 I	8-13 -294
Times...Rep...Eve ex Su.....	—	.06	.06 F	8-13 -308
Franklinville (C 6)—Pop. 1,568.				
<i>Monthly Publications.</i>				
Ancona World...Poultry...M	—	1.00	1.00 F	2-13 -112

‡ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
average circulation for six months ending September 30, 1914, unless otherwise noted.

NEW YORK—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Garden City (N 8)—Pop. —				
<i>Monthly Publications.</i>				
Country Life in America..M.....	10.50			3-16 -168
Min. rate ¼ p. mo. 1 yr. \$87.50 insertion.				
Garden Magazine & Farming..Agri & Hort..M..	6.02			3-16 -140
Min. rate ¼ p. 1 tl. \$42.50 insertion.				
Short Stories..Lit..M	6.50			2-16 -112
Min. rate ¼ p. mo. 1 yr. \$11.25 insertion.				
World's Work..Lit..M	14.00			2-16 -112
Min. rate ¼ p. mo. 1 yr. \$20.00 insertion				
© 124,569				
Geneva (G 5)—Pop. 12,446.				
<i>Daily Newspapers.</i>				
Times☐..Rep..Eve ex Su.....	\$ 5,259	.40	.20 I	7-13 -280
Glens Falls (N 4)—Pop. 15,243.				
<i>Daily Newspapers.</i>				
Post-Star☐..Ind-Dem..Morn ex Su.....	© 5,549	.17	.17 F	7-13 -280
Times☐..Ind-Rep..Eve ex Su.....	\$ 5,223	.50	.13 A	7-13 -280
Gloversville (M 4½)—Pop. 20,642.				
<i>Daily Newspapers.</i>				
Herald☐..Ind-Rep..Morn ex Su.....	\$ 7,060	.35	.21 E	8-13 -308
(Dated also at Johnstown.)				
Leader-Republican☐..Rep..Eve ex Su.....	© 5,563	.30	.15 I	7-13 -280
(Dated also at Johnstown.)				
Herkimer (K 4½)—Pop. 7,520.				
<i>Daily Newspapers.</i>				
Telegram..Ind..Eve ex Su.....	—	.06	.06 F	6-13 -280
Hornell (E 6)—Pop. 13,617.				
<i>Daily Newspapers.</i>				
Tribune-Times☐..Dem..Eve ex Su.....	\$ 6,116	.30	.15 I	7-13 -301
Hudson (N 6)—Pop. 11,417.				
<i>Daily Newspapers.</i>				
Register☐..Dem..Eve ex Su.....	\$ 2,019	.15	.08 I	7-13 -308
Republican☐..Rep..Morn ex Su.....	© 2,012	.15	.08 I	7-13 -273
<i>Weekly Publications.</i>				
Republican☐..Rep..Tu & Fri.....	© 1,989	.20	.10 I	7-13 -273
Ithaca (G 6)—Pop. 14,802.				
<i>Daily Newspapers.</i>				
Cornell Sun..Collegiate..Morn ex Su.....	© 3,144	.27½	.27½ F	6-13 -252
(Not published during July, August and September.)				
Journal☐..Rep..Eve ex Su.....	© 5,750	.50	.21 I	7-13 -294
News☐..Dem..Eve ex Su.....	\$ 4,193	.40	.12 I	7-13 -294
<i>Weekly Publications.</i>				
Holstein-Friesian World..Stock Brdg..Sat				
(Moved to Lacona, N. Y., Jan. 1, 1914.)				
Jamestown (B 6½)—Pop. 31,297.				
<i>Daily Newspapers.</i>				
Journal☐..Rep..Eve ex Su.....	© 5,515	.30	.15 I	7-13 -290
¶ The Journal's circulation is concentrated, 80 per cent in the city. Total now over 5,500 net paid.				
News..Dem..Eve ex Su.....	—	.20	.14 N	6-13 -276
Post☐..Rep..Morn ex Su.....	\$ 3,028	.35	.21 N	7-13 -294

¶ Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

NEW YORK—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Jamestown—Continued.				
<i>Weekly Publications.</i>				
Journal□...Rep..Tu, Thur & Sat.....	5,723	.40	.20 G	7-13 -290
Skandia (Swed)□...Rep..Thur	5,575	.30		7-13 -294
Min. rate 1 inch wkly. 3 mos. .24 insertion.				
Vart Land (Swed)...Prog..Thur.....	—	.35	.35 F	7-13 -280
<i>Monthly Publications.</i>				
Country World...Agri..M	—	.25	.20 A	4-13 -154
Nurse...Nursing & Med..M.....	11,353			2-15 -110
(First issue July, 1914.)				
(Cir. rating is average for 6 mos. ending Dec. 31, 1914.)				
¼ p. 1 tl. \$15.00. Min. rate 1 p. mo. 1 yr. \$43.00 insn.				
Johnstown (M 4½)—Pop. 10,447.				
<i>Daily Newspapers.</i>				
Telegram...Dem..Eve ex Su.....	\$ 1,579	.15	.10 N	6-13 -280
Kingston (M 7)—Pop. 25,908.				
<i>Daily Newspapers.</i>				
Express□...Dem..Eve ex Su.....	\$ 1,500	.25	.12 N	7-13 -280
Freeman□...Rep..Eve ex Su.....	5,471	.50	.14 I	7-13 -294
{ Leader...Dem..Morn ex Su..... }	\$ 1,935	.20	.20 F	7-13 -276
{ Argus...Dem..Su Morn20	.20 F	7-13 -276
<i>Weekly Publications.</i>				
Freeman & Journal□...Rep..Tu & Fri.....	3,077	.08	.08 F	7-13 -294
Lacona (H 3)—Pop. 443.				
<i>Weekly Publications.</i>				
Holstein-Friesian World...Stock Brdg..Sat....	4,000	1.00		3-13 -140
(Issues a Western edition at Madison, Wis.)				
Min. rate 1 p. wkly. 1 yr. \$10.50 insertion.				
Little Falls (L 4½)—Pop. 12,273.				
<i>Daily Newspapers.</i>				
Times□...Ind..Eve ex Su.....	\$ 2,550	.50	.07 I	7-13 -280
Lockport (C 4)—Pop. 17,970.				
<i>Daily Newspapers.</i>				
Journal□...Ind-Rep..Eve ex Su.....	—	.35	.12 N	7-13 -294
Union-Sun□...Dem..Eve ex Su.....	5,232	.35	.17 I	7-13 -280
Long Island City (N 9)—Pop. 50,000.				
<i>Daily Newspapers.</i>				
Star...Dem..Eve ex Su.....	—	1.12	.35 G	7-13 -280
Lyons (F 4½)—Pop. 4,460.				
<i>Weekly Publications.</i>				
Republican...Rep..Fri	3,000	.13	.13 F	7-13 -304
Malone (M 1)—Pop. 6,467.				
<i>Daily Newspapers.</i>				
Telegram...Rep..Eve ex Su.....	—	.20	.10 N	7-13 -287
<i>Weekly Publications.</i>				
Farmer...Rep..Wed	—	.17½	.17½ F	7-13 -308
Medina (D 4)—Pop. 5,683.				
<i>Daily Newspapers.</i>				
Journal...Rep..Eve ex Su.....	\$ 3,334	.12	.12 F	6-13 -280

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NEW YORK—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Middletown (M 7½)—Pop. 15,313.				
<i>Daily Newspapers.</i>				
Argus☐..Ind-Dem..Eve ex Su.....	\$ 5,172	.35	.10 I	7-13 -294
† The Argus offers a slightly larger circulation at a smaller rate, plus intelligent co-operation.				
Times-Press☐..Rep..Eve ex Su.....	© 5,202	.75	.15 I	7-13 -294
<i>Weekly Publications.</i>				
Times-Press☐..Rep..Tu & Fri.....	© 1,997	.75	.15 I	7-13 -294
Milford (L 5½)—Pop. 511.				
<i>Monthly Publications.</i>				
Teachers' Gazette..Educ..M ex July & Aug.....	—	1.00		3-13 -135
Min. rate 1 p. 1 ti. \$15.00.				
Mt. Vernon (N 9)—Pop. 30,919.				
<i>Daily Newspapers.</i>				
Argus☐..Ind-Rep..Eve ex Su.....	\$ 5,279	.45	.14 N	7-13 -294
Newark (F 4½)—Pop. 6,227.				
<i>Weekly Publications.</i>				
Union Gazette..Rep..Sat	© 2,575	.25		8-13 -322
Min. rate 1 inch wkly. 1 yr. .13 inch.				
Newburgh (M 7½)—Pop. 27,805.				
<i>Daily Newspapers.</i>				
Journal☐..Rep..Eve ex Su.....	© 5,024	.60	.15 N	7-13 -280
News☐..Rep..Eve ex Su.....	\$ 3,396	1.00		7-13 -308
Min. rate 1 inch daily 1 yr. .15 inch.				
New Rochelle (N 9)—Pop. 27,867.				
<i>Daily Newspapers.</i>				
Standard..Ind..Eve ex Su.....	\$ 2,220	.25	.10 B	7-13 -280
Star..Ind-Dem..Eve ex Su.....	\$ 1,660	1.00	.10 I	7-13 -283
New York City (N 9)—Pop. 4,766,883.				
<i>Daily Newspapers (English Language).</i>				
American☐..Ind-Dem..Morn ex Su.....	\$ 299,354	5.60	5.04 P	8-12½-280
Su Morn		8.40	7.56 P	8-12½-280
Call☐..Socl..Morn & Su.....	\$ 19,836	1.40	.84 L	7-13 -290
Commercial☐..Coml..Morn ex Su.....	—	2.80	1.40 L	7-13½-287
Financial America☐..Finan..Morn & Eve ex Su	© 3,000	2.38	1.40 L	5-13 -296
Globe & Commercial Advertiser☐..Ind-Rep				
Eve ex Su.....		\$ 185,471	4.90	3.64 P
Herald☐..Ind..Morn ex Su.....		\$ 109,192	5.60	5.60 F
Su Morn		7.00	7.00 F	7-13 -296
(Rates quoted are for classification "Special Notices.")				
Herald Magazine Section..Su.....	—	7.00	7.00 F	7-13 -296
(Supplement to Sunday Herald.)				
Journal☐..Dem..Eve ex Su.....	\$ 797,477	8.40	8.40 F	8-12½-280
Journal of Commerce☐..Coml..Morn ex Su...	\$ 17,517	2.80	2.10 L	7-13½-294
Mail☐..Ind-Rep..Eve ex Su.....	\$ 157,044	4.90	3.92 P	8-12½-295
North Side News..Dem..Eve ex Su.....	—	1.40	.91 L	7-13 -308
Post☐..Ind..Eve ex Su.....	\$ 18,513	2.80	2.10 P	7-13½-294
Post☐..Ind..Sat Eve	© 25,053			7-13½-294
Post Saturday Magazine☐..Ind..Sat.....	© 25,053	4.90		4-13½-182
(Supplement to Sat. daily edn.)				
Min. rate 1 inch wkly. 1 yr. \$3.67½ inch.				
Press☐..Prog..Morn ex Su.....	\$ 106,827	4.20	2.80 L	8-12½-280
Su Morn		\$ 46,863	2.10	1.40 L
				8-12½-280

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NEW YORK—Continued.

New York City—Continued.

Daily Newspapers (English Language).

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Sun☐...Ind..Morn ex Su.....	\$ 67,071	5.60	4.76 P	7-13 -300
Eve ex Su.....	\$ 122,763	4.20	3.57 P	7-13 -300
Su Morn	\$ 90,283	5.60	4.76 P	7-13 -300
Telegram☐...Ind..Eve ex Su.....	\$ 220,453	4.20	3.36 P	7-13 -296
Su Eve	\$ 220,672	2.80	2.24 P	7-13 -296
Telegraph☐...Sports..Morn ex Su.....	\$ 36,384	2.80	2.24 O	7-13 -294
Su Morn		4.20	3.36 O	7-13 -294
Times☐...Ind..Morn ex Su.....	\$ 259,673	6.30		8-12½-300
Su Morn		6.30		8-12½-300
Min. rate 1,785 5-7 inches in 1 yr. \$4.72½ inch.				
Times Picture Section..Su		10.50		7-12½-300
(Illustrated ads only.)				
Min. rate 1 inch 52 tl. \$3.40 inch.				
Times Review of Books..Su.....		7.00	5.60 P	4-13 -200
(Rate covers 1 insertion in Su. and 1 in daily edition.)				
Trade Record..Textile..Morn ex Su.....	\$ 4,126	2.10		6-14 -287
Min. rate 1 inch daily 1 yr. .70 inch.				
Tribune☐...Rep..Morn ex Su.....	\$ 64,410	3.50	2.94 L	7-13 -295
Su Morn		3.50	2.94 L	7-13 -295
Wall Street Journal☐...Finan..M & E ex Su..	\$ 9,402	4.20	2.10 L	5-20 -316
Women's Wear..Fashions..Eve ex Su.....	\$ 6,771	1.54	.70 O	4-14 -206
World☐...Ind..Morn ex Su.....	⊙ 380,056	5.60		8-12½-280
Su Morn	⊙ 463,280	5.60		8-12½-280
World☐...Ind..Eve ex Su.....	⊙ 386,505	5.60		8-12½-280
2 inches 3 tl. wkly. 6 mos. morn or Su. \$5.40 inch. 2				
inches 3 tl. wkly. 6 mos. eve. \$5.40 inch.				
World Magazine..Supplement of the World....	⊙ 463,280	10.50	10.50 F	4-13½-235
(Supplement to Sunday World.)				

Daily Newspapers (Foreign Languages).

Al-Hoda (Arabic)..Ind..Eve ex Su.....	—			7-13 -280
Amerikai Magyar Nepszava (Hun)☐...Ind.....				
Morn ex Su.....	⊙ 38,600	.98	.98 F	7-13 -287
Atlantis (Greek)..Ind..Eve ex Su.....	—	1.50	.84 L	7-13 -287
Su Morn	—	1.50	.84 L	7-13 -287
{ Bollettino della Sera (Ital)..Rep				
Morn & Eve ex Su.....				
{ America (Ital)..Su Morn.....				
Courier des Etats Unis (Fr)☐...Ind				
Morn ex Su.....	⊙ 20,634	2.10		6-14½-300
Su Morn	⊙ 30,325	2.10		6-14½-300
Min. rate 2,142 6-7 inches 1 yr. daily and Su. .70 inch.				
Deutsches Journal (Ger)☐...Ind..Morn ex Su..	\$ 54,969	2.80	2.24 L	8-12½-280
Su Morn ...	\$ 68,870	2.80	2.24 L	8-12½-280
¶ The New York Deutsches (German) Journal was the				
first German paper to give its full net paid circula-				
tion from all sources to the United States Govern-				
ment under the new postal law.				
It was the first German newspaper to join the Audit Bureau				
of Circulations.				
As this directory goes to press, it is the				
only New York German paper with Audit Bu-				
reau of Circulations reports.				
It is "America's Greatest German Newspaper."				
Elore (Hun)☐...Socialist..Daily ex Su.....	\$ 24,000	.60	.40 N	7-13 -269
Glas Naroda (Slovenian)..Ind..Morn ex Su....	\$ 11,000	2.00		7-13 -301
Min. rate 1 inch daily 1 yr. .34 4-5 inch.				
{ Herold (Ger)☐...Ind..Morn ex Su.....				
{ Herold (Ger)☐...Ind..Eve ex Su.....				
(Name changed from Zeitung Feb. 16, 1914.				
{ Revue (Ger)☐...Ind..Su Morn.....				

⊙ Government statement—See page 5. *Gross circulation. ⊙ Net circulation. ☐ Can use matrices.
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 average circulation for six months ending September 30, 1914, unless otherwise noted.

NEW YORK—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
New York City—Continued.				
Daily Newspapers (Foreign Languages).				
{ Hlas Lidu (Boh)...Socl-Dem..Morn ex Su.....	_____	1.40		7-13 -280
{ Nedelni Hlas Lidu (Boh)...Su Morn.....	_____	1.40		7-13 -280
Min. rate 1 inch 1 yr. daily \$70.00.				
Hrvatski Svijet (Croatian)...Ind..Eve ex Su... \$	8,400	1.00		7-13 -294
Min. rate 1 inch 1 yr. daily .32 1-16" inch.				
Il Giornale Italiano (Ital)...Morn & Su.....	_____	1.40	1.40 F	7-12½-287
Il Progresso Italo Americano (Ital) □ ..Ind				
Morn ex Su	\$ 82,199	7.00	.98 C	8-12½-294
Su Morn	© 68,854	7.00	.98 C	8-12½-294
Jewish Daily Forward (Yiddish) □ ..Ind				
Eve ex Sat & Su.....	\$ 176,124	1.68	1.40 C	7-13 -294
Sat & Su Morn.....		1.68	1.40 C	7-13 -294
¶ The Jewish Daily Forward is, in circulation, the fourth of all evening papers in New York (in any language).				
It has twice the circulation of any foreign language daily newspaper in the United States. Circulation annually examined and guaranteed by the A. A. A.				
Rate cards and circulation certificates sent on request.				
Jewish Daily News (Yiddish) □ ..Ind				
Eve ex Sat.....	\$ 66,665	2.10	1.40 D	8-12½-287
Su Morn		2.10	1.40 D	8-12½-287
¶ The Jewish Daily News, the American daily printed in Yiddish, "the First and Foremost Jewish daily in the world."				
Distinctly a home paper.				
Established 1885.				
Its subscribers of long and permanent standing.				
The organ of the best element of thrifty Americanized Jews, who read it carefully, because it not only covers the news of the day but contains matters of special interest to them as Jews, and which they can find in no other paper.				
Daily English Department.				
Correspondents in every news center in America, Europe and Asia.				
On request an interesting booklet regarding the Jews of America and The Jewish Daily News will be sent.				
Jewish Morning Journal (Yiddish) □ ..Ind				
Morn ex Sat.....	© 110,520	2.10	1.40 D	7-12½-294
Su Morn		2.10	1.40 D	7-12½-294
¶ Noteworthy facts about the Jewish Morning Journal:				
1. The only Jewish paper in the New York morning field.				
2. Net paid circulation in New York City larger than that of any other Jewish paper.				
3. Prints more "help wanted" ads than any English paper in New York, excepting the "World."				
4. Reaches the more intelligent class of readers, who recognize its merits as a higher class newspaper.				
Western Representatives:				
I. S. Wallis & Son, Chicago, Ill.				
L'Araldo Italiano (Ital)...Ind..Morn ex Mon.....	_____	1.40	.70 N	7-13 -294
{ Listy (Boh)...Ind..Morn ex Su.....	_____	.75		7-13 -294
{ Nedelni Listy...Ind..Su Morn.....	_____	.75		5-13 -252
Min. rate 1 inch daily 3 mos. \$10.00.				
Narodni List (Croatian) □ ..Ind..Eve ex Su... \$	14,430	.35	.35 F	7-13 -280
Su Morn ..		.35	.35 F	7-13 -280
{ Staats-Zeitung (Ger) □ ..Ind-Dem				
Morn ex Su.....	© 113,068	3.50	2.80 L	7-13 -297
Staats-Zeitung (Ger)...Ind-Dem				
Eve ex Su.....				
Sonntagsblatt (Ger) □ ..Ind-Dem..Su Morn... ©	81,209	3.50	2.80 L	7-13 -297
(Cir. rating is net pd. average for 6 mos. to Nov. 30, 1914.)				
{ Volkszeitung (Ger)...Labor..Morn ex Su.....	_____	1.40		7-13 -280
Min. rate 1 inch daily 1 yr. \$168.00.				
{ Sonntagsblatt (Ger)...Labor..Su Morn.....	_____	2.10		7-13 -280
Min. rate 1 inch Su. 1 yr. \$56.00.				
Warheit (Yiddish)...Ind..Eve ex Sat & Su.....	_____	1.40	.98 G	7-12½-287
Sat & Su Morn.....	_____	1.40	.98 G	7-12½-287

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Largest German Market in America

NEW YORK leads all the cities of the United States in German population, and the New York Staats-Zeitung leads all German language newspapers in America in circulation, prestige and advertising.

The basis of this leadership is the entire confidence of the German-reading public, the superior news and editorial service of the Staats-Zeitung, and its sympathy with and understanding of German problems.

From this it is comparatively easy to understand why the Staats-Zeitung publishes nearly 5,000,000 lines of paid advertising annually. This is as much as that published by all the other German newspapers of New York combined.

To overlook the Staats-Zeitung is possible only when an advertiser fails to realize the scope of its influence in the market of New York.

A PARTIAL LIST OF NATIONAL ADVERTISERS WHO USE THE COLUMNS OF THE STAATS-ZEITUNG :

Anheuser-Busch Brewing Co.
Coco-Cola Co.
Walter Baker Co.
Moxie
National Biscuit Co.
Steinway & Sons
International Silver Co.
Cluett-Peabody Co.
Remington Typewriter Co.
Underwood Typewriter Co.
Victor Typewriter Co.
R. & G. Corset Co.
O'Sullivan Rubber Heel Co.
Warner Corsets
Bon Ton Corsets
Knox Hats
Dunlap Hats
N. Y. Central Lines
White Rock
Clysmic
Fatima Cigarettes
Velvet Tobacco
Amer. Tobacco Co.
Pearline
Gold Dust Twins
Apollinaris

Postum
Pabst Brewing Co.
Tiffany & Co.
Royal Baking Powder
Gorham Co.
D., L. & W. R. R.
Scott's Emulsion
Coward Shoes
Ford Motor Co.
Chalmers Motors Co.
Cadillac Motor Co.
Oakland Motor Co.
Goodyear Tires
Firestone Tires
Willys-Overland Co.
White Motor Co.
Mitchell Motor Co.
Bosch Magneto
Buick Motor Co.
Studebaker Corporation
National Motor Vehicle Co.
Franklin Motor Co.
Santa Fe R. R.
Union Pacific R. R. Co.
Hunyadi Janos

These National advertisers realize the advantages of its concentrated appeal for the German trade of New York. They are making greater use than ever of the

New-Yorker Staats-Zeitung

"The National German Daily"

Largest German Daily Circulation in America

HERMAN RIDDER, Publisher.

NEW YORK—Continued.				1 time rate per inch	Minimum rate per inch	Number of columns, width and length
New York City—Continued.						
Weekly Publications (English Language).						
All-Story-Cavaller Weekly..Lit..Sat				8.75		2-16 -112
(All-Story changed from monthly to weekly edition March 7, 1914, and combined with Cavalier May 16, 1914.)						
Min. rate ¼ p. 1 tl. \$31.25.						
¶ Circulation net paid average weekly 150,000.						
America..Cath..Sat				3.50		3-13½-140
Min. rate 1 inch wkly. 1 yr. \$2.80 inch.						
American Architect..Architectural..Wed⊙				3,256	1.80	2-21 -140
Min. rate 1 inch wkly. 1 yr. \$1.00 inch.						
American Banker..Finan..Sat				3.50		3-13½-140
Min. rate 1 inch wkly. 1 yr. \$1.93 inch.						
American Economist□..Economic..Fri⊙				8,831	2.00	3-13 -140
Min. rate 5 inches wkly. 1 yr. \$4.81 insertion.						
American Gas Light Journal..Gas..Mon.....						2-24 -157
1 inch 3 mos. \$11.00. Min. rate 1 p. wkly. 1 yr. \$15.30 insertion.						
American Grocer..Trade..Wed						3-17 -182
1-16 p. 1 tl. \$4.00. Min. rate 1-16 p. wkly. 1 yr. \$1.74 insn.						
American Hebrew & Jewish Messenger (Lit)..Fri				3.50		2-14 -157
Min. rate 1 inch wkly. 1 yr. \$2.62½ insertion.						
American Machinist..Tech..Thur⊙				22,879		2-21 -140
1-16 p. 1 tl. \$5.00. Min. rate 1 p. wkly. 1 yr. \$51.00 insn.						
American Sunday Magazine..Lit..Su.....				42.00	37.80 G	7-12½-280
Army & Navy Journal..Military & Naval..Sat...				3.50	1.96 D	4-13½-196
Associated Sunday Magazines..Lit..Su.....*				1,525,007	56.00	4-13½-180
Min. rate ¼ p. 1 tl. \$825.00.						
¶ The "Associated Sunday Magazines" are issued every week by and as a part of the following twelve powerful newspapers: Chicago Herald, Pittsburgh Post, Philadelphia Press, New York Tribune, Boston Post, Washington Star, Minneapolis Journal, Buffalo Courier, Detroit Tribune, Baltimore Sun, Cleveland Leader, Cincinnati Commercial-Tribune.						
They enter more than 1,400,000 substantial American homes every week in the most prosperous sections of this country. Rates and statement of distribution will be sent you upon request.						
Walter P. Wheeler, advertising manager, 1 Madison Ave., New York City; Guy O. Pierce, western advertising manager, Herald Bldg., Chicago, Ill.						
Automobile□..Technical..Thur⊙				17,497		3-14 -140
¼ p. 1 tl. \$18.50. Min. rate 1 p. wkly. 1 yr. \$80.00 insn.						
Automobile Topics□..Trade..Sat⊙				7,527		2-21 -140
¼ p. 1 tl. \$25.00. Min. rate 1 p. wkly. 1 yr. \$55.00 insn.						
Bakers' Weekly..Trade..Sat⊙				6,263		2-21 -136
Bicycling World & Motorcycle Review.Cycling.Tu						
(Consolidated with Motorcycle Illustrated Feb. 11, 1915.)						
Bradstreet's..Coml..Sat				3.50		4-14 -175
Min. rate 3 inches wkly. 1 yr. \$283.92.						
Bronx Home News□..Local..Ind..Thur & Su.*				80,000	1.68	7-13 -300
Catholic News□..Cath..Sat				65,000	3.50	4-13 -210
Cavaller..Lit..Sat						
(Combined with All-Story Weekly May 16, 1914.)						
Chief..Civil Service..Sat				1.40	1.40 F	7-13 -287
Christian Advocate..Meth..Thur				4.20	4.20 F	3-14 -157
Christian Herald..Undenom..Wed⊙				279,809	21.00	4-13 -170
Min. rate 1 p. 1 tl. \$900.00.						
Circulation, gross average weekly edition, or rebate, guaranteed by Christian Herald.....				300,000		
Christian Intelligencer□..Reform-Chris..Wed.⊙				12,000	3.50	4-13½-196
Christian Nation..Scotch-Presb..Wed				1.40	1.40 F	4-13 -160
Christian Work..Undenom..Sat				4.20	2.52 D	3-14 -150
Churchman□..Epis..Sat				4.20	2.80 D	3-13½-160
Civil Service Chronicle..Civil Service..Sat.....				1.68	.98 A	7-13 -287

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NEW YORK—Continued.

New York City—Continued.

Weekly Publications (English Language).

	1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Clipper..Theatrical..Wed Min. rate 1 p. 1 tl. \$169.50.	2.80		5-13 -224
Club-Fellow & Washington Mirror □ ..Soc..Wed..	4.20	4.20 F	4-13½-175
Coal Age..Coal & Coke..Sat 1-16 p. 1 tl. \$3.50. Min. rate 1 p. wkly. 1 yr. \$30.00 page.	8,268		2-21 -140
Coal Trade Journal..Trade..Wed Min. rate 1 p. wkly. 1 yr. \$30.77 insertion.	2.25		2-22½-161
Collier's Weekly..Ind..Sat Min. rate 1 p. 1 tl. \$2,200.00.	759,757	49.00	4-13½-189
Circulation, net paid weekly edition, or rebate, guaranteed by Collier's Weekly.....	700,000		
Commercial & Financial World..Finan..Sat Min. rate 5 inches wkly. 1 yr. \$1.67 3-10 inch.	4.20		3-15 -160
Dramatic Mirror..Theatrical..Wed	2.52	2.10 E	4-13 -168
Dramatic News □ ..Drama..Sat Min. rate 1 inch wkly. 1 yr. \$2.10 insertion.	30,500	2.52	3-13½-140
Dry Goods Economist..Trade..Sat ¼ p. 1 tl. \$25.00. Min. rate 1 p. wkly. 1 yr. \$120.00 insm.	14,046		4-13 -182
Electrical World □ ..Electrical..Sat 1-16 p. 1 tl. \$6.25. Min. rate 52 p. in 1 yr. \$80.00 page.	16,479		2-21 -143
Electric Railway Journal..Elec Ry..Sat 1-16 p. 1 tl. \$8.40. Min. rate 2 p. wkly. 1 yr. \$43.00 page.	6,577		2-20½-143
Engineering & Mining Journal..Tech..Sat 1-16 p. 1 tl. \$4.00. Min. rate 2 p. wkly. 1 yr. \$34.00 page.	7,720		2-20½-140
Engineering News..Tech..Thur 1-16 p. 1 tl. \$4.88. Min. rate 1 p. wkly. 1 yr. \$55.00 insm.	21,956		2-20 -140
Engineering Record..Civil Engineering..Sat 1-16 p. 1 tl. \$4.75. Min. rate 2 p. wkly. 1 yr. \$52.00 page.	17,259		4-13 -168
Family Story Paper..Lit..Sat	2.80	2.80 F	6-15 -252
Fatherland □ ..German Interests..Wed..... (First issue August 12, 1914.) Min. rate 1 p. 1 tl. \$100.00.	3.50		3-14 -136
Field & Fancy..Sports..Sat Min. rate 1 inch wkly. 1 yr. .80 inch.	2.00		3-13 -140
Financial Age □ ..Finan..Sat Min. rate 1 inch wkly. 1 yr. \$2.62½ insertion.	15,000	3.50	3-14 -154
Financial World..Finan..Sat	3.50	2.97½ B	2-20 -157
Financier □ ..Banking..Sat Min. rate 1 p. wkly. 1 yr. \$50.00 insertion.	15,000	3.50	3-13½-140
Florists' Exchange..Trade..Sat	1.00	.75 B	4-13 -168
Fourth Estate..Journalistic..Sat Min. rate 1 inch wkly. 1 yr. \$3.50 insertion.	7.00		4-11 -140
Freeman's Journal..Cath..Wed	4.20	2.80 C	6-13½-290
Fruit Trade Journal & Produce Record..Trade Sat Min. rate 1 p. wkly. 1 tl. \$50.00.	1.50		4-14 -200
Fun Section □ ..Sunday World..Humor..Su...	463,280	7.00	3-13½-133
Furniture World..Trade..Thur 1 inch wkly. 28 tl. .80 insertion. Min. rate 1 p. wkly. 1 yr. \$15.30 insertion.			3-16 -161
Gaelic American..Irish Interests..Sat Min. rate 1 inch wkly. 1 yr. .80 inch.	1.00		6-13½-266
Hardware Age □ ..Hardware..Thur..... 1-16 p. 9 tl. \$6.50 insertion. Min. rate 1 p. wkly. 1 yr. \$55.00 insertion.	16,626		2-20 -154
Harlem Home News..Local..Wed & Su	60,000	1.40	7-13 -300
Harper's Weekly..Lit..Sat	5.60	5.60 F	3-13½-170
Hebrew Standard (Hebrew)..Fri	2.80	1.75 A	5-13½-210
Horseless Age..Motoring..Wed Min. rate 1 p. wkly. 1 yr. \$52.00 insertion.	11,400	5.00	3-13½-140
Hotel Gazette..Coml..Sat Min. rate 1 inch wkly. 1 yr. .75 inch.	1.00		6-13 -238

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 average circulation for six months ending September 30, 1914, unless otherwise noted.

NEW YORK—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
New York City—Continued.				
<i>Weekly Publications (English Language).</i>				
Hotel Register & Review☐...Hotel..Sat.....© 8,200				3-14 -154
1-16 p. 1 tl. \$4.00. Min. rate 1 p. wkly. 1 yr. \$19.23 insn.				
Illustrated Record..Sporting..Sat.....	4.90	4.90 F	5-13 -210	
Independent..Lit..Mon*	70,000	7.00	3-13½-140	
(Cir. rating is average for 4 weeks ending Dec. 14, 1914.)				
Min. rate 5 p. or 150 inches in 1 yr. \$5.60 inch.				
Irish-American..Dem..Sat	2.10		6-13 -280	
Min. rate 1 inch wkly. 1 yr. .91 insertion.				
Irish World..Ind-Cath..Sat.....	4.20	3.36 A	7-13½-283	
Iron Age☐...Iron & Mchy..Thur.....*	12,323		2-20 -154	
1-16 p. 1 tl. \$7.00. Min. rate 1 p. wkly. 1 yr. \$42.00 insn.				
Jewelers' Circular Weekly..Trade..Wed.....	4.00		3-14 -140	
Min. rate 1 p. wkly. 1 yr. \$40.00 insertion.				
Judge..Humor..Sat© 110,479	10.50	10.50 F	3-16 -140	
(Cir. rating is average for 9 mos. ending Sept. 30, 1914.)				
† Present editions 150,000 copies weekly. Judge—The Happy Medium—a clean, high grade, humorous weekly.				
Labor World of New York & New Jersey..Ind				
Labor..Sat	2.10	2.10 F	5-13 -252	
Leslie's Weekly..Lit..Thur.....© 363,077	24.50		4-13½-200	
Min. rate ¼ p. 1 tl. \$315.00.				
Circulation, 95% net paid weekly edition, or rebate, guaranteed by Leslie's Weekly..... 350,000				
† Present editions considerably in excess of 400,000 copies weekly. For 60 years Leslie's has maintained its leadership as the foremost illustrated weekly newspaper.				
Life..Lit..Thur	21.00	21.00 F	3-16 -140	
† Life—the recognized leader of quality mediums.				
Circulation 222,600 and growing.				
A canvass amongst our readers showed an average of seven readers per copy. Seventy-nine per cent reported retaining copies indefinitely.				
These facts should not be overlooked when comparing Life's circulation.				
Reaches almost a million and a half readers per week.				
Subscription price, \$5.00 per year without inducements of any kind.				
Life has shown remarkable growth both in circulation and advertising during the last six years.				
For the latest circulation figures and advertising rates				
Address				
G. B. Richardson, Advertising Manager, Thirty-first Street West, Number 17, New York; B. F. Provandle, Western Manager, Marquette Building, Chicago.				
Literary Digest..Lit..Sat	24.50		8-14 -147	
Min. rate 1 p. 1 tl. \$730.00.				
Circulation, net weekly edition, or rebate, guaranteed by Literary Digest 315,000				
Medical Journal☐...Med..Sat© 28,600			2-19½-133	
½ p. 1 tl. \$14.00. Min. rate 1 p. wkly. 1 yr. \$34.62 insn.				
Medical Record..Med..Sat.....			3-13½-140	
1-6 p. 1 tl. \$12.00. Min. rate 1 p. wkly. 1 yr. \$23.08 insn.				
Mercantile & Financial Times..Coml..Sat.....	2.00		3-14 -168	
Min. rate ½ p. 1 tl. \$25.00.				
Metal Worker, Plumber & Steamfitter☐...Sheet				
Metal, Plumbing & Heating..Fri.....*	10,350		2-20 -154	
1-16 p. 1 tl. \$5.00. Min. rate 1 p. wkly. 1 yr. \$40.00 insn.				
Motion Picture News..Moving Pictures..Sat...*	8,000	2.10	4-11 -140	
Min. rate ½ p. wkly. 1 yr. \$21.00 insertion.				
Motorcycle Illustrated..Motorcycling & Bicycling				
Thur			2-21 -140	
(The Bicycling World & Motorcycle Review was consolidated with Motorcycle Illustrated Feb. 11, 1915.)				
(Changed from a fortnightly to a wkly. publication Oct. 1, 1914.)				
½ p. 1 tl. \$17.00. Min. rate 1 p. wkly. 1 yr. \$55.00 insn.				
† Motorcycle Illustrated guarantees a jobber and dealer circulation of 4,500 and total net circulation of 14,300 weekly.				

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NEW YORK—Continued.

New York City—Continued.

Weekly Publications (English Language).

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Motor World □...Trade..Wed.....© 8,516	(Motor Field of Chicago was consolidated with Motor World Nov. 19, 1914.) ¼ p. 1 tl. \$14.00. Min. rate 1 p. wkly. 1 yr. \$80.00 insertion.			3-14 -140
Movies..Moving Pictures..Wkly	(First issue about June 1, 1914. Advertising rate based on 3-10 of a cent per line per 1,000 cir.)			3-14 -140
Moving Picture Stories..Moving Pictures..Fri...		7.00	7.00 F	3-13½-124
Moving Picture World □...Trade..Sat.....© 16,680	Min. rate 1 p. wkly. 1 yr. \$80.00 insertion.	2.70		3-14 -140
Musical Courier..Music..Wed	Min. rate 1 inch wkly. 1 yr. \$3.85 insertion.	7.00		4-13½-196
Music Trade Review..Trade..Sat	Min. rate 1 inch wkly. 1 yr. \$80.00.	2.50		3-16 -175
Nation □...Ind..Thur	Min. rate 1 p. wkly. 1 yr. \$25.00 insertion.	2.10	1.40 C	3-13½-140
National Provisioner..Trade..Sat		2.50		3-14 -154
Outlook..Lit..Sat	Min. rate ¼ p. 1 tl. \$50.00.	14.00		2-16 -112
Orange Judd American Agriculturist..Agrl..Sat © 126,985	Min. rate 1 p. 1 tl. \$350.00.	7.00		4-13 -193
People..Socl-Labor..Sat		1.40	1.40 F	7-13 -266
Police Gazette..Sport..Sat	Min. rate 1 inch wkly. 1 yr. \$3.40 insertion.	10.50		4-13 -196
Post Saturday Magazine □...Ind..Sat	(Supplement to Saturday Daily Post.) Min. rate 1 in. wkly. 1 yr. \$3.67½ inch.	4.90		4-13½-182
Power..Power Plant..Tu	1-16 p. 1 tl. \$5.88. Min. rate 2 p. wkly. 1 yr. \$55.00 page.			2-21 -140
Printer's Ink □...Advertising..Thur.....*	Min. rate ¼ p. 1 tl. \$15.00.	4.90		2-11 - 98
Printing Trade News..Trade..Tu	Min. rate 1 p. wkly. 1 yr. \$30.00 insertion.	4.00		2-20 -130
Produce News □...Trade..Sat.....© 8,462		1.40	1.10 I	7-13 -287
Produce Review & American Creamery..Produce Trade..Wed		1.50	1.10 I	3-15 -149
Puck..Humor..Wed	Min. rate ¼ p. 1 tl. \$62.50.	5.60		4-13 -168
Railway Age Gazette..Railroad..Fri	1-16 p. 1 tl. \$5.00. Min. rate 1 p. wkly. 1 yr. \$50.00 insm.			4-10 -142
Rider & Driver □...Horses & Autos..Sat.....© 37,536	Min. rate 1 p. wkly. 1 yr. \$80.00 insertion.	3.50		3-14 -161
Rural New Yorker..Agrl..Sat		10.50	10.50 F	4-13 -196
Sabbath Reading..Undenom..Fri	¶ Sabbath Reading has a net paid-in-advance subscription list of about 100,000 copies per issue. Every paper goes directly into the homes of the best class of religious families. This class of people have money to spend. Write Charles H. Fuller Co. for rates, etc.	7.00	7.00 F	3-14 -136
School □...Educ..Thur	Min. rate 1 in. 1 yr. \$4.20 insertion.	5.60		4-13 -168
Scientific American..Tech..Sat		10.50	7.00 G	4-14 -200
Scottish-American..Neutral..Wed		3.50	2.10 A	5-14 -276
Shipping Illustrated..Shipping..Sat	Min. rate ¼ p. 1 yr. \$5.25 insertion.	2.80		3-15 -168
Sunday Companion..Cath..Su	(Forty issues per year.)	4.20	3.50 A	4-13 -196
Sunday Review..Lit..Su	(Book Review Section New York Times.)	5.60	4.48 P	4-13 -200
Sunday School Advocate..Meth..Sat	(No advertising accepted.)			
Survey..Sociological..Sat	Min. rate 1 p. 1 tl. \$70.00.	2.80		3-13½-140

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NEW YORK—Continued.**New York City—Continued.****Weekly Publications (English Language).**

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Tammany Times □...Dem..Sat.....	© 11,600	2.10	2.10 F	4-13 -168
The Frank Tousey Publications:				
Wild West Weekly.....	}	7.00		3-13½-140
The Liberty Boys of '76.....				
Pluck & Luck.....				
Fame & Fortune Weekly.....				
Work & Win.....				
Secret Service.....				
Min. rate ¼ p. 1 tl. \$25.00.				
Town Topics..Society..Thur.....	—	8.40		4-13½-165
Min. rate ¼ p. 1 tl. \$90.00.				
Truth Seeker..Agnostic..Sat.....	© 4,672	1.00	1.00 F	4-14 -196
United States Tobacco Journal □...Trade..Sat...	—			4-13½-168
¼ p. 1 tl. \$12.00. Min. rate 1 p. wkly. 1 yr. \$34.62 insm.				
United Sunday Newspaper Magazine..Lit..Su...	—	52.50	52.50 F	4-13½-235
Variety..Theatrical..Fri	—	3.50	2.80 L	4-13½-168
Watchman-Examiner □...Bap..Thur	© 15,000	3.50	2.33 G	3-14 -154
Witness..Undenom..Wed	© 13,193	1.40	1.40 F	4-14 -206
¶ The New York Weekly Witness in its strong, steady effort for the betterment of the family life of the people has endeared itself to and made its place secure in thousands of better class homes in the country from Maine to California.				
If you wish to reach this solid better class of people, country people with money, your advertisement should be in its columns.				
Write the Charles H. Fuller Co., Chicago, Ill., or the publisher for rates, etc.				
World □...Dem..Mon, Wed & Fri.....	© 73,992	3.50	3.15 B	8-12½-280
World Magazine.....	© 463,280	10.50	10.50 F	4-13½-235
(Supplement to Sunday World.)				

Weekly Publications (Foreign Languages).

Amerikaner (Yiddish) □...Lit..Fri.....	© 26,736	1.40	1.00 B	4-13 -196
¶ Der Amerikaner is a five-cent magazine read by the more intelligent class of Jews; people who can well afford to buy whatever you may have to sell. Detailed circulation statement on request.				
Amerikanische Schweitzer Zeitung (Ger) □				
Ind..Sat	© 14,400	2.00		7-13 -294
Min. rate 1 inch wkly. 1 yr. .50 inch.				
Big Stick (Yiddish)..Humorous..Fri.....	© 23,500	1.40		4-13 -168
Min. rate 1 inch wkly. 25 tl. consecutively \$1.26 insm.				
Courier des Etats Unis (Fr) □...Ind..Sat.....	© 26,930	2.10	.70 P	6-14½-300
Handels-Zeitung (Ger)..Coml..Sat.....	—	4.20		4-16 -210
1 inch wkly. 1 yr. \$50.00.				
Japanese-American Commercial Weekly..Coml				
Sat	—	1.50		4-14 -200
Min. rate 1 p. wkly. 1 yr. \$23.08 insertion.				
Jewish Gazette (Yiddish) □...Ind..Fri.....	* 18,000	2.10	1.40 D	4-12½-150
¶ The Jewish Gazette. Established 1874. The largest and oldest Jewish weekly published. Circulation national. English Supplement read by the entire family. Excellent advertising medium.				
La Folla di New York (Ital)..Rep..Su.....	© 27,800			7-13 -280
1 inch wkly. 1 mo. \$2.50. Min. rate 1 inch wkly. 1 yr. \$24.00.				
Nordstjernan (Swed)..Ind-Rep..Tu & Fri.....	—	.75		7-13 -280
Min. rate 1 inch a-wkly. 1 yr. .40 insertion.				
Die Roman Welt (Ger)..Lit..Su.....	* 68,870	3.50	3.50 F	8-12½-280
(Magazine Section Deutsches Journal.)				
Staats-Zeitung (Ger) □...Ind-Dem..Wed.....	© 13,864	1.40	1.40 F	7-13 -297
Svit (Russian)..Cath..Thur.....	—	.50	.35 A	5-18 -280

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NEW YORK—Continued.

New York City—Continued.

Weekly Publications (Foreign Languages).

Tevyne (Lithuanian)...Non-Part..Thur.....© 6,500	.75	7-13 -308
Min. rate 1 inch wkly. 1 yr. .29 inch.		
Vorwärts (Ger)...Labor..Sat.....	1.00	7-13 -280
Min. rate 1 inch wkly. 1 yr. .48 inch.		

Monthly Publications (English Language).

Advance Styles ..Ladies' Tailoring		
M ex June & July.....		2-19 -140
¼ p. 1 tl. \$8.00. Min. rate 1 p. mo. 10 mos. \$20.00 insn.		
Adventure ..Lit..M		2-16 -112
Ads on covers only. Second or third cover page \$150. Fourth cover page, 3-color process work, \$300.		
Aeronautics ..Aviation..M	3.00	2-15 -112
Min. rate 1 inch mo. 1 yr. \$2.67 inch.		
Ainslee's Magazine ..Lit..M© 226,089	17.50	2-16 -112
¼ p. 1 tl. \$31.25.		
All Outdoors ..Outdoor Sports..M.....	2.80	3-16 -140
(Changed from a quarterly to a monthly publication October, 1914.)		
Min. rate 48 inches 1 yr. \$2.52 inch.		
American Brewer (Eng & Ger)..Brewing..M...© 1,250		2-21 -147
¼ p. mo. 1 yr. \$30.00 insertion. Min. rate 1 p. mo. 1 yr. \$150.00 insertion.		
American City ..Civic..M.....© 8,100		2-16 -112
¼ p. 1 tl. \$14.00. Min. rate 1 p. mo. 1 yr. \$64.00 insn.		
American Club Woman Magazine □..Women's Public Interests..M.....© 100,000	14.00	3-13 -133
Min. rate 1 p. 1 tl. \$150.00 insertion flat.		
† The American Club Woman Magazine is the standard organ of the million or more club women of this country. The magazine has a circulation of more than 100,000 at the very low rate of fifty cents per line. If your product meets the approval of the club women they will buy it if it is advertised in the columns of the American Club Woman Magazine. Home office, No. 35 W. 89th St., New York City. Starks & Wonn, Western representatives, Peoples Gas Bldg., Chicago, Ill.		
American Druggist ..Phar..S-M.....	5.00	3-14 -140
Min. rate 1 p. a-mo. 1 yr. \$45.83 insertion.		
American Exporter (Eng, Port, Fr & Span Edns) Export..M*	21,450	2-21 -140
1-12 p. 1 tl. \$25.00. Min. rate 1 p. mo. 1 yr. \$140.00 insertion all editions.		
American Furrier (Eng, Fr & Ger)..Fashions		
M ex Dec & Jan.....		2-24 -187
¼ p. 1 tl. \$10.00. Min. rate 1 p. mo. (10 mos.) \$35.00 insn.		
American Gentleman ..Fashions..M ex Jan & July		2-15 -168
¼ p. 1 tl. \$12.00. Min. rate 1 p. mo. (10 mos.) \$30.00 insn.		
American Golfer □..Sports..M.....	5.00	2-16 -112
Min. rate ¼ p. 1 tl. \$37.50.		
American Hatter ..Trade..M.....*	5,500	2-21 -140
¼ p. 1 tl. \$13.00. Min. rate 1 p. mo. 1 yr. \$40.00 insn.		
American Homes & Gardens ..Arch-Hort..M....	4.90	2-16 -168
Min. rate 4 inches mo. 1 yr. \$12.75 insertion.		
American Journal of Obstetrics ..Med..M.....		2-13 -112
¼ col. 1 tl. \$3.00. Min. rate 1 p. mo. 1 yr. \$22.92 insn.		
American Journal of Surgery ..Surg..M.....© 23,000	10.00	2-19 -133
Min. rate 1 p. mo. 1 yr. \$45.83 insertion.		
American Ladies' Tailor ..Fashions		
M ex June and July.....		2-24 -189
¼ p. 1 tl. \$20.00. Min. rate 1 p. 10 mos. \$45.00 insn.		
American Lawn Tennis ..Sports		
M ex July, Aug & Sept twice a month.....		3-15 -147
1-16 p. 1 tl. \$5.00. Min. rate 1 p. mo. 1 yr. \$40.00 insn.		
American Magazine ..Lit..M.....		
(Published and listed at Springfield, O.)		

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NEW YORK—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
New York City—Continued.				
<i>Monthly Publications (English Language).</i>				
American Messenger..Interdenom..M.....	————	5.60	3.92 C	4-13 -175
American Missionary..Cong..M.....	————	2.80		2-14 -112
Min. rate ¼ p. 1 tl. \$10.00.				
American Penman..Educ..M.....	⊙ 20,000	2.50		3-13 -126
Min. rate 1 p. mo. 1 yr. \$32.00 insertion.				
American Printer..Trade..M.....	————	6.25		2-20 -140
Min. rate 1 p. mo. 1 yr. \$64.00 insertion.				
American Review of Reviews..Lit..M.....	————	21.00		2-16 -112
Min. rate ¼ p. 1 tl. \$62.50 insertion.				
Circulation, net paid monthly edition, or rebate, guaranteed by Review of Reviews.....				175,000
American Silk Journal..Trade..M.....	————			2-21 -143
1-16 p. 1 tl. \$8.00. Min. rate 1 p. mo. 1 yr. \$33.34 insn.				
American Sunday Monthly Magazine..Lit..M.⊙	2,250,000	84.00		4-13½-175
Min. rate ¼ p. 1 tl. \$1,050.00.				
‡ Issued with New York, Boston and Atlanta Americans, and Chicago, San Francisco and Los Angeles Examiners. Offices at 220 Fifth Avenue, New York, and 908 Hearst Building, Chicago.				
American Tailor & Cutter..Trade & Fashion..M.	————			2-19½-129
¼ p. 1 tl. \$12.50. Min. rate 1 p. mo. 1 yr. \$20.83 insn.				
Architectural Record..Architectural..M.....	————			2-16 -112
¼ p. 1 tl. \$13.75. Min. rate 1 p. mo. 1 yr. \$62.50 insn.				
Architecture..Architectural..M.....	————			2-19½-136
¼ p. 1 tl. \$20.00. Min. rate 1 p. 1 tl. \$75.00.				
Architecture & Building..Architectural..M.....	————			2-16 -112
¼ p. 1 tl. 10.00. Min. rate 1 p. mo. 1 yr. \$48.00 insn.				
Argosy..Lit..M.....	————	17.50		2-16 -112
Min. rate ¼ p. 1 tl. \$62.50.				
‡ Circulation net paid average monthly 225,000.				
{ Argosy Combination:				
{ Argosy..Lit..M..... }				2-16 -112
{ Railroad Man's Magazine..Lit..M..... }		25.20		2-16 -112
Min. rate ¼ p. 1 tl. \$90.00 insertion.				
Arts & Decorations..House Decorations..M.....	————	10.00		3-13 -140
Min. rate ¼ p. mo. 1 yr. \$45.00 insertion.				
Association Men□..Y M C A..M.....	⊙ 80,000			2-16 -112
¼ p. 1 tl. \$10.00. Min. rate ¼ p. 1 tl. \$30.00.				
Automobile Blue Book..Motoring..Annual.....	————			1-27 -119
¼ p. 1 tl. \$25.00. Min. rate 1 p. 1 tl. \$150.00.				
Automobile Dealer & Repairer..Trade..M.....	⊙ 21,712			3-14 -140
¼ p. 1 tl. \$18.27. Min. rate 1 p. mo. 1 yr. \$83.34 insn.				
Automobile Trade Directory..Trade..Quar.....	————			2-15 -112
(Distribution is gratuitous. Min. 5,000.)				
¼ p. 1 tl. \$47.50. Min. rate 1 p. 4 tl. \$100.00 insn.				
Bakers' Review (Eng & Ger)..Trade..M.....	* 6,916			2-21 -140
1-16 p. 1 tl. \$12.00. Min. rate 1 p. mo. 1 yr. \$50.00 insn.				
Bankers' Home Magazine..Lit & Banking..M...	————			2-15 -112
¼ p. 1 tl. \$10.00. Min. rate 1 p. mo. 1 yr. \$32.00 insn.				
Bankers' Magazine..Finan..M.....	————	4.00		2-14 -112
Min. rate 1 p. mo. 1 yr. \$41.67 insertion.				
Banking Law Journal□..Legal & Financial..M..	————			1-30 -112
¼ p. 1 tl. \$20.00. Min. rate 1 p. mo. 1 yr. \$37.50 insn.				
Barbers' Journal..Barbers..M.....	————			2-21 -133
¼ p. 1 tl. \$8.00. Min. rate 1 p. mo. 1 yr. \$20.00 insn.				
Baseball Magazine□..Sports..M.....	* 75,255	7.84		2-16 -112
Min. rate 6 p. in 1 yr. \$112.50 page.				
Benziger's Magazine..Cath..M.....	————	7.00	7.00 F	4-13½-184
Blacksmith & Wheelwright..Mech..M.....	⊙ 8,889	2.75		4-14 -196
Min. rate 1 p. mo. 1 yr. \$62.50 insertion.				
Boller Maker□..Mech..M.....	⊙ 4,800			2-21 -140
1-16 p. 1 tl. \$10.00. Min. rate 1 p. mo. 1 yr. \$54.17 insn.				
Bon Ton□..Fashions..M.....	⊙ 23,500	7.70		4-15 -200
Min. rate 1 p. 1 tl. \$320.00.				

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NEW YORK—Continued.

New York City—Continued.

Monthly Publications (English Language).

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Bookman..Lit..M	_____	5.60		2-15 -112
Min. rate ¼ p. mo. 1 yr. \$15.00 insertion.				
Bookseller, Newsdealer & Stationer □ ..Trade				
S-M	⊙ 7,411	2.40		2-16 -115
Min. rate 1 p. mo. 1 yr. \$37.50 insertion.				
Boys' Life..Boy Scouts..M	_____	7.00	5.60 D	3-14 -140
Brewer's Journal □ ..Trade..M.....	⊙ 3,800			2-22½-154
1-16 p. 1 tl. \$5.00. Min. rate 1 p. mo. 1 yr. \$29.75 insn.				
Building Age..Building-Contracting..M	⊙ 19,487			2-20 -154
1-16 p. 1 tl. \$8.00. Min. rate 1 p. 1 tl. \$90.00.				
Business Journal..Educ..M	_____	2.50		3-13 -140
Min. rate ½ p. mo. 1 yr. \$30.00 insertion.				
Butterick Fashion Quarterlies:				
Butterick Fashions..Fash..Quar				4-13½-200
Standard Fashions..Fash..Quar				4-13½-200
New Ideas in Fashions..Fash..Quar				4-13½-200
Min. rate ¼ p. (7 1-7 in. D. C.) \$450.00 insn. flat.				
Starting with the Fall 1915 issue, circulation, net average quarterly edition, or rebate, guaranteed by the Butterick Fashion Quarterlies.....	600,000			
Butterick Trio:				
Delineator..Fash & Lit..M				4-13½-200
Designer..Fash & Lit..M				4-13½-200
Woman's Magazine..Fash & Lit..M				4-13½-200
Min. rate ¼ p. (7 1-7 in. D. C.) \$1,250.00 insertion.		99.75		
Circulation, net average monthly edition, or rebate, guaranteed by the Butterick Trio.....	1,400,000			
Caledonian..Family..M	_____	3.25		2-15 -112
Min. rate 1 p. mo. 1 yr. \$33.00 insertion.				
Cassier's Magazine..Mechanical..M	_____			2-13½-112
¼ p. 1 tl. \$12.00. Min. rate 1 p. mo. 1 yr. \$55.00 insn.				
Caterer & Hotel Proprietors' Gazette..Trade..M	_____			2-16½-128
1-16 p. 3 mos. \$15.00. Min. rate 1 p. mo. 1 yr. \$35.00 insn.				
Catholic World..Cath..M	_____	2.50	2.50 F	2-16 -112
Central Station..Elec..M	⊙ 7,450			2-21 -140
¼ p. 1 tl. \$12.00. Min. rate 1 p. mo. 1 yr. \$30.00 insn.				
Century Magazine..Lit..M	_____	21.00		2-16 -112
Min. rate ¼ p. mo. 1 yr. \$46.88 insertion.				
Christian City..Meth..Bi-M	_____			2-13 - 84
¼ p. 1 tl. \$2.00. Min. rate 1 p. 5 tl. \$15.00 insertion.				
Church Bulletin..Cath..M	_____			2-13½- 98
¼ p. 1 tl. \$15.00. Min. rate ¼ p. mo. 1 yr. \$31.50 insn.				
Circle & Success Magazine..Lit..M	_____	8.40	8.40 F	4-13½-170
Clothier & Furnisher..Trade..M	⊙ 3,786			2-21 -140
1-16 p. 1 tl. \$6.00. Min. rate 1 p. mo. 1 yr. \$35.00 insn.				
Club Journal..Motoring..M	_____			2-16 -126
¼ p 1 tl. \$15.00. Min. rate 1 p. mo. 1 yr. \$50.00 insn.				
Commercial Vehicle..Motoring..S-M	_____			2-21 -140
¼ p. 1 tl. \$35.00. Min. rate 1 p. a-mo. 1 yr. \$50.00 insn.				
Confectioners' Gazette..Trade..M	⊙ 7,000			3-13½-147
1-16 p. 1 tl. \$15.00. Min. rate 1 p. mo. 1 yr. \$37.00 insn.				
Cosmopolitan..Lit..M	⊙ 1,000,000	62.50	62.50 F	2-16 -112
Circulation, minimum net paid monthly edition, or rebate, guaranteed by Cosmopolitan Magazine.....	1,000,000			
Costume Royal..Fash..M	_____	8.40	8.40 F	4-13½-200
Countryside Magazine & Suburban Life	_____	8.40	7.56 A	3-16½-170
(Name changed from Suburban Life Oct. 1, 1914.)				
Craftsman..Architectural..M	_____	6.30	6.30 F	2-16 -112
Creamery & Milk Plant..Creamery..M	_____			2-16 -126
¼ p. 1 tl. \$6.00. Min. rate 1 p. mo. 1 yr. \$25.00 insn.				
Critic & Guide..Med & Pharm..M	_____			2-15 -112
(Dietetic & Hygienic Gazette was consolidated with Critic & Guide Jan. 1, 1915.)				
¼ p. 1 tl. \$25.00. Min. rate 1 p. mo. 1 yr. \$45.00 insn.				

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NEW YORK—Continued.

New York City—Continued.

Monthly Publications (English Language).

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Cuba Review (Eng & Span)..Coml..M.....	————	3.00	3.00 F	2-13 -112
Current Opinion..Lit..M.....	————	7.70	7.70 F	3-13½-140
Daughters of American Revolution..D A R..M... Min. rate 1 p. mo. 1 yr. \$51.00 insertion.	————	5.00		2-16 -112
Decorative Furniture..Trade..M..... ¼ p. 1 tl. \$10.00. Min. rate 1 p. mo. 1 yr. \$33.34 insn.	————			2-20 -143
Delineator..Fash & Lit..M..... (See Butterick Trio.) Min. rate 1 p. 1 tl. \$3,500.00.	————	70.00		4-13½-200
Dental Digest..Trade..M.....* 16,834 ¼ p. 1 tl. \$20.00. Min. rate 1 p. 1 tl. \$70.00.	————			2-15 -112
Designer..Fash & Lit..M..... (See Butterick Trio.) Min. rate 1 p. 1 tl. \$1,000.00.	————	21.00		4-13½-200
Dietetic & Hygienic Gazette..Med..M..... (Consolidated with Critic & Guide Jan. 1, 1915.)	————			
Director..Undertaking..M.....© 3,350 Min. rate 1 p. mo. 1 yr. \$28.80 insertion.	————	1.50		3-14 -140
Dress Essentials..Dress Accessories..M..... 1-16 p. 1 tl. \$3.00. Min. rate 1 p. mo. 1 yr. \$33.34 insn.	————			2-21 -140
Druggists' Circular..Trade..M..... 1-16 p. 1 tl. \$10.00. Min. rate 1 p. mo. 1 yr. \$63.00 insn.	————			3-15 -147
Dry Goods□..Trade..M.....* 7,000 ¼ p. 1 tl. \$18.00. Min. rate 1 p. 6 tl. \$83.33 insertion.	————			3-13½-168
Dry Goods Guide..Dry Goods..M..... ¼ p. 1 tl. \$25.00. Min. rate 1 p. mo. 1 yr. \$50.00 insn.	————			2-16 -112
Dun's International Review (Eng & Span edn) Export..M..... ¼ p. 1 tl. \$37.50 both edns. Min. rate 1 p. mo. 1 yr. \$150.00 insertion both editions.	————			2-20 -150
Educational Foundations..Educ..M ex July & Aug Min. rate 1 p. 1 tl. \$20.00.	————	2.00		2-12½- 91
Electrical Record..Electrical..M.....* 9,000 ¼ p. 3 mos. \$15.00 insertion. Min. rate 1 p. mo. 1 yr. \$50.00 insertion.	————			2-20½-143
Elite Styles..Fash..M.....© 65,000 1-16 p. 1 tl. \$42.50. Min. rate 1 p. mo. 1 yr. \$539.00 insn.	————			4-13½-200
Elks-Antier..Elks..M..... ¼ p. 1 tl. \$12.50. Min. rate ¼ p. mo. 1 yr. \$8.75 insn.	————			2-16 -112
Engineering Magazine..Eng..M..... Min. rate 1 p. mo. 1 yr. \$80.00 insertion.	————	7.00		2-15 -112
Erie Railroad Employees..R R Employees..M..... ¼ p. 1 tl. \$3.00. Min. rate 1 p. mo. 1 yr. \$41.67 insertion.	————			2-13½-108
Everybody's Magazine..Lit..M..... Circulation, net average monthly edition, or rebate, guaranteed by Everybody's Magazine..... 600,000	————	37.50	37.50 F	2-16 -112
Exporters' and Importers' Journal..Coml..M..... 1-12 p. 1 tl. \$12.50. Min. rate ¼ p. mo. 1 yr. \$41.67 insn.	————			2-27 -175
Family Journal..Lit..M.....© 35,458 Min. rate 1 p. 1 tl. \$35.00.	————	1.40		3-15 -140
Field..Agrl, Breeding & Sports..M..... Min. rate 1 in. mo. 1 yr. \$2.40 inch.	————	3.00		3-13½-140
Field & Stream..Sporting..M.....© 50,000 Min. rate 1 p. 3 tl. \$90.00 insertion.	————	6.25		2-16 -112
Flour, Hay, Grain & Feed□..Trade..M.....© 3,000 1-16 p. 1 tl. \$5.00. Min. rate 1 p. mo. 1 yr. \$25.00 insn.	————			2-21 -140
Flying & Aero Club of America Bulletin Aeronautic..M..... Min. rate 1 p. mo. 1 yr. \$85.00 insertion.	————	7.00		2-20 -140
Forest & Stream..Sports..M..... (Changed from a wkly. to a mo. publication Jan. 1, 1915.) Min. rate 3 p. in 1 yr. 10 per cent dis. or 1 in. mo. 1 yr. \$2.52 inch.	————	2.80		3-16 -147
Forum..Lit..M..... Min. rate 1 p. 8 tl. \$42.00 insertion.	————	3.50		2-16 -112

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NEW YORK—Continued.

New York City—Continued.

Monthly Publications (English Language).

	1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Gas Energy..Mech..M*	7,000		2-16 -115
½ p. 1 tl. \$12.00. Min. rate 1 p. mo. 1 yr. \$33.34 insertion.			
General Federation Magazine..Women's Clubs..M—	8.00		3-13½-140
Min. rate ¼ p. 1 tl. \$25.00.			
Gentlewoman□..Family..M©2,042,500	103.60		4-13½-189
(With August, 1914, issue, Rural Home & Magazine of Mysteries were consolidated with The Gentlewoman.)			
Min. rate 1 p. 1 tl. \$3,915.00.			
‡ The largest strictly small city, town and rural circulation. Over 1,800,000 of the two million papers circulated each issue in towns under 5,000 and R. F. D. THE GENTLEWOMAN— Real rural circulation in TWO MILLION homes.			
Golf..Golfing..M—	3.75		2-15 -112
Min. rate 1 in. mo. 1 yr. \$3.00 insertion.			
Golf Illustrated & Outdoor America..Golfing..M.—	3.50		3-13½-140
(First issue April, 1914.)			
Min. rate ¼ p. mo. 1 yr. \$20.00 insertion.			
Good Housekeeping..Household..M—	35.00	35.00 F	2-16 -112
Circulation, minimum net paid monthly edition, or rebate, guaranteed by Good Housekeeping.....	375,000		
Haberdasher..Trade..M—			2-22 -140
1-16 p. 1 tl. \$6.00. Min. rate 1 p. mo. 1 yr. \$35.00 insn.			
Hardware Dealers' Magazine□..Trade..M.... ©	18,500		2-15 -112
½ p. 1 tl. \$24.00. Min. rate 1 p. mo. 1 yr. \$100.00 insn.			
Hardware Review (Eng & Span edns)□..Trade M©	14,000		2-21 -140
½ p. 3 tl. (both edns.) \$50.00 insn. Min. rate 1 p. mo. 1 yr. (both edns.) \$120.00 insertion.			
Harness..Trade..M*	3,500		2-22 -140
½ p. 1 tl. \$8.00. Min. rate 1 p. mo. 1 yr. \$25.00 insertion.			
Harper's Bazar..Fash..M—	11.20		4-12 -168
(Circulation beginning February, 1915, average monthly edn. or rebate guaranteed by Harper's Bazar.).....	100,000		
Min. rate 1 p. mo. 1 yr. \$350.00 insertion.			
Harper's Magazine..Lit..M—	18.20		2-16 -112
Min. rate ¼ p. mo. 1 yr. \$53.44 insertion.			
Hats..Trade..M..Six issues per year—			2-22½-150
(Issued April, May, June, Oct., Nov., Dec.)			
1 p. 1 tl. \$125.00. Min. rate 1 p. 6 tl. \$100.00 insertion.			
Health Culture..Hygiene..M—	4.00		2-16 -112
Min. rate ½ p. mo. 1 yr. \$22.50 insertion.			
Hearst's Magazine..Lit..M*	250,000	21.00 F	4-13½-170
(Size of publication changed beginning March, 1915, issue.)			
Circulation, net paid average monthly edition, or rebate, guaranteed by Hearst's Magazine.....	250,000		
Heating & Ventilating Magazine..Trade..M—			2-16 -112
½ p. 1 tl. \$9.50. Min. rate 1 p. mo. 1 yr. \$31.50 insn.			
Hints..Entertainments..M ex July & Aug*	103,759	4.20	2-15 -112
Min. rate ½ p. 2 tl. \$22.50 insertion.			
Homiletic Monthly..Cath..M—	2.50		2-15 -112
Min. rate ½ p. mo. 1 yr. \$12.00 insertion.			
Homiletic Review..Interdenom..M*	18,000	4.20	2-16 -119
Min. rate ¼ p. mo. 1 yr. \$11.25 insertion.			
Hotel Magazine..Hotel..M—	3.50		2-16 -112
Min. rate ¼ p. mo. 1 yr. \$10.00 insertion.			
House & Garden..Decoration & Hort..M—	8.40		3-16 -140
Min. rate 2 in. D. O. mo. 1 yr. \$27.00 insertion.			
House Beautiful□..Arch, Hort & Interior Deco- rations..M*	50,484	11.20	3-16 -147
Min. rate ¼ p. 1 tl. \$27.50.			
House Furnishing Review..Trade..M—			2-21 -154
½ p. 3 tl. \$22.00 insertion. Min rate 1 p. mo. 1 yr. \$60.00 insertion.			

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NEW YORK—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
New York City—Continued.				
Monthly Publications (English Language).				
Housewife..Household..M	© 510,890	35.00		4-13 -200
Min. rate 1 p. 1 tl. \$1,600.00.				
Circulation, gross monthly edition, or rebate, guaranteed by Housewife.....				500,000
Housewives' League Magazine..Household..M..	—	7.00		2-16 -112
Min. rate ¼ p. mo. 1 yr. \$11.25 insertion.				
Hub..Carriage Trade..M.....*	4,000			2-22 -140
¼ p. 1 tl. \$18.00. Min. rate 1 p. mo. 1 yr. \$41.67 insn.				
Ice Cream Trade Journal..Trade..M.....©	1,241			2-17 -126
¼ p. 1 tl. \$8.00. Min. rate 1 p. mo. 1 yr. \$25.00 insn.				
Ideal Grocer□..Trade..M.....©	2,511	1.75		2-16 -116
Min. rate ¼ p. mo. 1 yr. \$8.25 insertion.				
Illustrated Companion..Family..M.....	—	14.00		4-13½-194
Min. rate 1 p. 1 tl. \$52.00.				
¶ The Illustrated Companion, established 30 years, circulates 800,000 copies monthly to pleased subscribers in small towns and rural districts of U. S.—furnishing entertainment and instruction to all members of families who shop mostly by mail. It closely guards its advertising pages and thus protects its readers. Its columns may be used with confidence to sell every legitimate re- quirement for the Family, Home or Farm. For wearing apparel, personal adornment or home equipment it has no equal, as shown by its pages. Every advertisement has position. Equal chances for all. Forms close 17th of preceding month. Be sure it's on your list.				
Illustrated Milliner..Trade..M.....©	8,733			3-16½-150
¼ p. 1 tl. \$9.00. Min. rate 1 p. mo. 1 yr. \$40.00 insn.				
Industrial Engineering & Engineering Digest Tech..M	—	6.00		2-20½-140
Min. rate 1 p. mo. 1 yr. \$50.00 insertion.				
Intercollegiate Magazine..College..M.....	—	2.00		3-16 -140
Min. rate ½ p. mo. 3 tl. \$22.50 insertion.				
International..Lit..M	—	2.10		3-13½-140
Min. rate 1 p. 1 tl. \$50.00.				
International Confectioner..Trade..M.....	—			2-18 -126
¼ p. 1 tl. \$11.00. Min. rate 1 p. mo. 1 yr. \$38.00 insn.				
International Journal of Surgery..Med..M.....	—			2-19 -126
¼ p. 1 tl. \$13.00. Min. rate 1 p. mo. 1 yr. \$50.00 insn.				
International Marine Engineering□..Tech..M.©	3,700			2-21 -140
1-16 p. 1 tl. \$10.00. Min. rate 1 p. mo. 1 yr. \$34.17 insn.				
International Studio..Interior Decorations..M...	—	5.00		3-13 -140
Min. rate ¼ p. mo. 1 yr. \$13.50 insertion.				
Isolated Plant..Elec Eng..M.....	—			2-15 -108
¼ p. 1 tl. \$8.00. Min. rate 1 p. mo. 1 yr. \$35.00 insn.				
Journal of Advanced Therapeutics..Med..M.....	—			2-15 -112
¼ p. 1 tl. \$6.00. Min. rate 1 p. mo. 1 yr. \$16.67 insn.				
Journal of Nervous & Mental Diseases□..Med M	3,000			1-30 -112
¼ p. 1 tl. \$5.00. Min. rate ¼ p. mo. 1 yr. \$4.25 insn.				
Journal of the Outdoor Life..Hygienic..M.....©	5,600	2.75		2-15 -112
Min. rate 1 p. mo. 1 yr. \$20.00 insertion.				
Journal of The Telegraph..Telegraphic..M.....	—	2.00		3-12 -119
Min. rate 1 p. 1 tl. \$40.00 insertion.				
Judge's Quarterly..Humor..Quar	—	2.80		4-13½-175
Min. rate ¼ p. 1 tl. \$31.50 insertion.				
Lace & Embroidery Review..Trade & Fash..M..	—			2-21 -143
1-16 p. 1 tl. \$8.00. Min. rate 1 p. mo. 1 yr. \$33.34 insn.				
Ladies' World..Household..M	©1,028,643	70.00		4-13 -200
(Cir. rating is average for 12 mo. ending Aug. 31, 1914.) Min. rate 1 p. 1 tl. \$3,400.00 insertion.				
Circulation, paid average monthly edition, or rebate, guaranteed by Ladies' World.....				1,000,000
L'Elegance Parisienne..Fash..M ex June & July	—			2-22 -185
¼ p. 1 tl. \$15.00. Min. rate 1 p. mo. 10 tl. \$38.25 insn.				

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NEW YORK—Continued.

New York City—Continued.

Monthly Publications (English Language).

	1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Light Car Age..Motoring..M..... ———— (Name changed from Cyclecar Age Oct. 1, 1914.) 1-16 p. 1 tl. \$8.00. Min. rate 1 p. mo. 1 yr. \$80.00 insn.			2-20 -129
Lippincott's Magazine..Lit..M..... ———— (Moved from Philadelphia Dec. 1, 1914.) Min. rate ¼ p. 1 tl. \$18.75 insertion.	5.60		2-16 -112
Lumber Trade Journal..Lumber..S-M..... ———— Min. rate 1 p. mo. 1 yr. \$25.00 insertion.	2.00		3-18 -168
McCall's Book of Fashions..Home & Fash..Q..* 216,241 ¼ p. 1 tl. \$200.00 flat.			4-13½-175
McCall's Magazine..Home & Fash..M..... *1,263,447 Min. rate 1 p. 1 tl. \$2,160.00.	34.00		3-13½-134
Circulation, average monthly edition, 95% net paid, or rebate, guaranteed by McCall's Magazine.....1,200,000			
McClure's Magazine..Lit..M..... © 510,809 (Cir. rating is average for 12 mo. ending Aug. 30, 1914.) (Size of publication changed with May, 1915, issue.) Min. rate 1 p. 1 tl. \$1,000.00.	32.82		4-13½-170
Circulation, net paid average monthly edition, or rebate, guaranteed by McClure's Magazine.....500,000			
Machinery..Mech..M..... © 26,311 Min. rate ¼ p. 1 tl. \$65.63.	3.50		3-14 -150
Magazine of Fun..Humor..M..... ———— Min. rate ¼ p. 1 tl. \$12.00 insertion.	2.80		3-13½-133
Magazine of Mysteries..New Thought..M..... (Magazine of Mysteries was consolidated with Gentle- woman Aug. 1, 1914.)			
Magazine of Wall Street..Fortnightly..Sat.... © 8,000 (Changed from monthly to fortnightly Jan. 23, 1915.)			2-15 -112
May Manton Fashion Monthly..Fash..M..... ————	56.00	56.00 F	4-13½-190
May Manton's Fashion Book..Fash..Quar..... ———— Min. space ¼ p. 1 tl. \$150.00 flat.			4-13½-200
Medical Century..Med & Surg..M..... ———— ¼ p. 3 tl. \$23.33 insertion. Min. rate ¼ p. mo. 1 yr. \$16.67 insertion.			2-18 -126
Medical Review of Reviews..Med..M..... ———— ¼ p. 1 tl. \$15.00. Min. rate 1 p. mo. 1 yr. \$41.67 insn.			2-16 -112
Medical Times..Med..M..... * 5,500 1-16 p. 1 tl. \$8.00. Min. rate 1 p. mo. 1 yr. \$33.34 insn.			2-20½-140
Men's Wear..Trade..S-M..... ———— ¼ p. 1 tl. \$10.00. Min. rate 1 p. a-mo. 1 yr. \$22.50 insn.			2-22 -140
Merck's Report..Pharmaceutical..M..... ———— Min. rate 1 p. mo. 1 yr. \$45.00 insertion.	3.00		3-15 -161
Messenger of the Sacred Heart..Cath..M..... ———— Min. rate ¼ p. 1 tl. \$25.00 insertion.	14.00		2-14 -112
Metal Industry..Tech & Trade..M..... ———— 1-16 p. 1 tl. \$4.17. Min. rate 1 p. 1 tl. \$41.67 insertion.			2-21 -140
Metallurgical & Chemical Engineering Engineering..M..... © 5,025 Min. rate 12 p. in 1 yr. \$50.00 page.	3.00		3-13 -140
Metronome..Music..M..... ————	3.20	3.20 F	3-16 -168
Metropolitan Magazine..Lit..M..... © 327,994 Min. rate 1 p. mo. 1 yr. \$1,000.00 insertion.	28.00		4-13½-170
Circulation, average monthly edition, 95% net paid, or rebate, guaranteed by Metropolitan Magazine.....350,000			
Millinery Trade Review..Fash..M..... * 10,023 ¼ p. \$20.00. Min. rate 1 p. mo. 1 yr. \$40.00 insertion.			2-21 -140
Missionary Review of the World..Missions..M..* 6,000 Min. rate 1 p. mo. 3 tl. \$22.50 insertion.	2.00		2-16 -119
Modern Electrics & Mechanics..Semi-Tech..M. (Consolidated with World's Advance.)			
Moody's Magazine..Finan..M..... ———— ¼ p. 1 tl. \$10.00. Min. rate 1 p. mo. 1 yr. \$41.66 insn.			2-15 -112
Motor..Motoring..M..... ———— Min. rate 1 p. mo. 1 yr. \$125.00 insertion.	9.00		3-16 -168

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average circulation for six months ending September 30, 1914, unless otherwise noted.

NEW YORK—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
New York City—Continued.				
<i>Monthly Publications (English Language).</i>				
Motor Boat..Marine..S-M	_____	3.00		3-18 -129
Min. rate 1 p. mo. 1 yr. \$75.00 insertion.				
Motor Boating..Marine..S-M	_____	7.20		3-16 -168
Min. rate 1 p. mo. 1 yr. \$90.00 insertion.				
Motor Life..Motoring..M	_____			
(Combined with Motor Print, Philadelphia, Oct. 14, 1914.)				
Munsey's Magazine..Lit..M	_____	28.00		2-16 -112
Min. rate ¼ p. 1 ti. \$100.00.				
¶ Circulation net paid average monthly 350,000.				
Circulations of Munsey publications—The Munsey, Argosy, Railroad Man's, All-Story—are entirely voluntary and spontaneous. No circulation schemes or methods whatsoever. No agents, premiums, prizes, cut rates, installments or clubbing offers.				
Musical Observer..Musical..M	_____	3.20	3.20 F	2-16 -119
National Advocate..Temp..M	_____	1.50		3-16 -168
Min. rate 1 in. mo. 6 ti. \$1.00 inch.				
National Bottler's Gazette				
Carbonated Beverages..M	_____			2-24 -161
¼ p. 1 ti. \$7.00. Min. rate 1 p. mo. 1 yr. \$30.00 insertion.				
National Food Magazine..Pure Food..M.....	_____	7.00		2-16 -112
Min. rate ¼ p. mo. 1 ti. \$25.00 insertion.				
National Lithographer..Lithographer..M.....	_____	3.00		2-21 -140
Min. rate 1 p. mo. 1 yr. \$33.34 insertion.				
National Sunday Magazine..Lit..S-M.....	©2,087,252	91.00		4-18½-170
(Magazine section of Sunday newspapers.)				
Min. rate 1 p. 1 ti. \$4,000.00 insertion.				
Naturopath & Herald of Health (Eng & Ger edns)..Hygienic..M	_____			2-16 -112
(Either edition 1 in. \$3.00.)				
Min. rate 1 p. mo. 1 yr. \$30.84 insertion either edition.				
Nautical Gazette..Marine..S-M.....	_____	3.50		2-21 -140
Min. rate 1 p. mo. 1 yr. \$80.00 insertion.				
Neale's Monthly Magazine..Lit..M.....	_____	6.50		2-16 -112
Min. rate 1 p. mo. 1 yr. \$90.00 insertion.				
Needlecraft..Fashions & Needlework..M.....	© 812,726	42.00		4-13½-189
Min. rate 1 p. 1 ti. \$1,587.60 insertion.				
¶ Needlecraft deserves the closest consideration of every advertiser—direct or publicity—seeking to influence the women buyers of the best class in small towns. Every copy goes directly into the homes of housewives who subscribe for Needlecraft because of the superiority and practicability of its needlework, fashion and home decorative service. Its subscribers buy it solely for this service, no premium inducements or clubbing offers being made. Needlecraft's circulation is 750,000 (net paid in advance) and contracts are made on this basis. Members A. B. C.				
New Age Magazine..Masonic..M.....	_____			
(Moved to Washington, D. C.)				
New Music Review & Church Music Review				
Musical..M	© 3,000	3.00		2-16½-126
Min. rate ¼ p. mo. 1 yr. \$8.34 insertion.				
New Story Magazine..Lit..M	_____	7.00		2-16 -112
Min. rate ¼ p. 1 ti. \$12.50.				
New York State Journal of Medicine..Med..M..*	8,500			2-21 -126
1-16 p. 1 ti. \$2.50. Min. rate 1 p. mo. 1 yr. \$25.00 insn.				
North American Review..Lit..M	_____	4.20		2-16 -112
Min. rate ¼ p. 1 ti. \$12.50 insertion.				
Nugent's Bulletin..Ready-to-Wear Garment Trade..S-M	* 5,061			2-21 -140
¼ p. 1 ti. \$20.00. Min. rate 1 p. mo. 1 yr. \$40.00 insn.				
Open Window..Shut-In Society..M.....	_____			2-15 -105
1-16 p. 1 ti. \$2.00. Min. rate 1 p. mo. 1 yr. \$6.25 insn.				
Our Navy□..Naval..M.....	© 10,843	3.15		2-16 -112
Min. rate ¼ p. mo. 1 yr. \$5.00 insertion.				
Outing Magazine..Sports..M	_____	10.50		2-16 -112
Min. rate ¼ p. mo. 1 yr. \$16.88 insertion.				

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NEW YORK—Continued.

New York City—Continued.

Monthly Publications (English Language).

	1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Parish Visitor..Epis..M..... ———	2.80		6-18 -273
Min. rate 1 in. mo. 1 yr. \$1.75 insertion.			
Pearson's Magazine..Lit..M	7.50	7.50 F	2-16 -112
Circulation, net paid monthly edition, or rebate, guaranteed by Pearson's Magazine..... 150,000			
Pediatrics..Med..M ———			2-13½-112
¼ p. 1 tl. \$10.00. Min. rate 1 p. mo. 1 yr. \$29.17 insn.			
People's Home Journal..Family..M..... © 882,689	56.00		4-13½-200
Min. rate 1 p. 1 tl. \$2,500.00.			
Circulation, monthly edition, 95% net paid, or rebate, guaranteed by People's Home Journal..... 900,000			
People's Magazine..Lit..M ———	10.50		2-16 -112
Min. rate ¼ p. 1 tl. \$18.75.			
Pharmaceutical Era..Trade..M © 20,624	6.00		2-19 -133
Min. rate 1 p. mo. 1 yr. \$80.00 insertion.			
Photographic Times..Photog..M ———			2-14 -112
¼ p. 1 tl. \$8.00. Min. rate 1 p. mo. 1 yr. \$25.00 insn.			
Photo-Miniature..Photog..M ———	2.80		2-12 - 91
Min. rate ¼ p. mo. 1 yr. \$8.10 insertion.			
Physical Culture..Phys Cult..M..... © 114,189	14.00		2-16 -112
Min. rate ¼ p. 1 tl. \$40.00 insertion.			
Physical Training..Ath..M ex July & Aug..... ———			1-23 - 98
1 p. 1 tl. \$15.00. Min. rate 1 p. mo. 10 tl. \$10.00 insn.			
Pictorial Review..Fashions..M © 986,844	70.00		4-13½-200
Min. rate ¼ p. 1 tl. \$900.00.			
Circulation, beginning with July, 1914, issue, net paid monthly edition, or rebate, guaranteed by Pictorial Re- view 1,000,000			
¶ Pictorial Review ranks second in the woman's 15-cent magazine field.			
It brings a message of help and suggestion in house- keeping, dress and entertainment to over one million homes each month.			
Pictorial Review Monthly Fashion Book..Fash..M ———	84.00		4-13½-175
Min. rate ¼ p. 1 tl. \$950.00.			
Pictorial Review Quarterly Fashion Book..Fash Q ———			4-13½-182
Min. space ¼ p. 1 tl. \$400.00 flat.			
Pitman's Journal..Stenog..M ex July & Aug.... ———	2.30		2-18 -115
Min. rate ¼ p. 1 tl. \$4.32 insertion.			
Playground..Playgrounds..M ———			1-25½-101
¼ p. 1 tl. \$5.00 flat.			
Playthings..Toy Trade..M ———			2-19½-119
¼ p. 1 tl. \$10.00. Min. rate 1 p. mo. 1 yr. \$25.00 insn.			
Plumber's Trade Journal..Trade..S-M..... ———			4-14 -168
1 in. a-mo. 6 mo. \$4.47½ insertion. Min. rate 1 p. a-mo. 1 yr. \$124.20 insertion.			
Polo & Clubman..Sports..M * 6,000			2-24 -168
1-16 p. 1 tl. \$10.00. Min. rate 1 p. mo. 1 yr. \$100.00 insn.			
Popular Electricity & Modern Mechanics..Educ M			
(Name changed to World's Advance.)			
Popular Magazine..Lit..S-M © 384,319	21.00		2-16 -112
Min. rate ¼ p. 2 cons. insertions \$33.75 insertion.			
Practical Druggist..Phar..M * 7,000	4.00		2-20½-140
Min. rate 1 p. mo. 1 yr. \$50.00 insertion.			
Railroad Man's Magazine..Lit..M	10.50		2-16 -112
(See Argosy Combination.)			
Min. rate ¼ p. 1 tl. \$37.50 insertion.			
¶ Circulation net paid average monthly 125,000.			
Railway Age Gazette (Mech edn)..M..... © 3,816			2-21 -142
¼ p. 1 tl. \$31.25. Min. rate 24 p. in 1 yr. \$70.00 page.			
Railway & Locomotive Engineering..Trade..M.. ———	5.00		3-13 -140
Min. rate 1 p. mo. 1 yr. \$67.00 insertion.			

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NEW YORK—Continued.

New York City—Continued.

Monthly Publications (English Language).

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Real Estate Magazine..Real Estate..M.....	_____			2-16 -112
½ p. 1 tl. \$7.50. Min. rate 1 p. mo. 1 yr. \$40.00 insm.				
Recreation..Outdoor Recreation..M	_____	8.40		3-16 -140
Min. rate ¼ p. 1 tl. \$50.00.				
Refrigerating World..Ice & Refrigeration..M.*	4,000	5.00		2-21 -140
Min. rate 1 p. mo. 1 yr. \$33.50 insertion.				
Retail Baker (Eng & Ger)..Trade..M.....	4,728			2-20 -129
½ p. 1 tl. \$11.00. Min. rate 1 p. mo. 1 yr. \$25.00 insm.				
Rudder..Marine..M	_____	5.00		2-20 -126
Min. rate 1 p. mo. 1 yr. \$80.00 insertion.				
Rural Home..Agrl..M	_____			
(Rural Home was consolidated with Gentlewoman Aug. 1, 1914.)				
St. Nicholas..Juv..M	64,855	14.00		2-16 -112
Min. rate ¼ p. mo. 1 yr. \$28.13 insertion.				
Sartorial Art Journal..Men's Fashions..M.....	_____			2-21 -154
½ p. 1 tl. 10.00. Min. rate 1 p. mo. 1 yr. \$41.67 insertion.				
School Journal..Educ..M ex July & Aug.....	_____	2.10		3-13½-154
Min. rate ¼ p. 1 tl. \$25.00 insertion.				
Scribner's Magazine..Lit..M	122,893	21.00		2-16 -112
Min. rate ¼ p. 1 tl. \$31.25 insertion.				
Sentinel of the Blessed Sacrament..Cath..M....	_____			2-13½-112
½ p. 1 tl. \$10.00. Min. rate ¼ p. mo. 6 tl. \$31.50 insm.				
Simmons' Spice Mill..Trade..M.....	3,100			2-16 -112
1-16 p. 1 tl. \$3.25. Min. rate 1 p. mo. 1 yr. \$30.00 insm.				
Smart Set..Lit..M	_____			2-16 -112
Min. space ¼ p. 1 tl. \$15.63 flat.				
Smith's Magazine..Lit..M	132,208	8.40		2-16 -112
Min. rate ¼ p. 1 tl. \$15.63 insertion.				
Snappy Stories..Lit..M	_____	7.00	7.00 F	2-16 -112
Soda Fountain..Trade..M	20,829	6.00		2-19 -133
Min. rate 1 p. mo. 1 yr. \$80.00 insertion.				
Spirit of Missions..Epis..M	40,154	2.80		2-16 -112
Min. rate ¼ p. 1 tl. \$10.00.				
Spur..Sports..S-M	_____	4.20		3-16 -168
Min. rate 1 p. mo. 6 tl. \$127.50 insertion.				
Steam..Tech..M	_____			2-18 -140
½ p. 3 mo. \$15.00 insm. Min. rate 1 p. mo. 1 yr. \$50.00 insertion.				
Steward..Trade..M	_____			2-16 -112
1 in. 3 mo. \$5.00 insm. Min. rate 1 p. mo. 1 yr. \$25.00 insm.				
Stone..Trade..M	_____			2-19 -140
1-16 p. 1 tl. \$5.00. Min. rate 1 p. mo. 1 yr. \$33.34 insm.				
Strand Magazine (Am edn)..Lit..M.....	73,260	7.00		2-16 -112
Min. rate ¼ p. 1 tl. \$12.50 insertion.				
Sunday School Lesson Illustrator□..Interdenom				
M	22,000	2.10		2-16 -112
Min. rate 1 p. 1 tl. \$30.00 insertion.				
Sunnyside..Undertaking..M	_____	2.00		3-13½-175
Min. rate 1 p. mo. 1 yr. \$56.00 insertion.				
Sunshine Bulletin..Philanthropic..M	_____	3.50		4-13 -168
Min. rate 1 p. mo. 1 yr. \$91.38 insertion.				
Talking Machine World..Trade..M.....	_____	2.50		3-16 -175
Min. rate 1 p. 1 tl. \$75.00 insertion.				
Tea & Coffee Trade Journal□..Trade..M.....	3,382			2-16 -112
1-16 p. 3 mo. \$5.00 insm. Min. rate 1 p. mo. 1 yr. \$33.34 insertion.				
Teacher's Magazine..Educ..M ex July & Aug...	_____	3.00		3-13½-133
Min. rate 1 p. 1 tl. \$75.00 insertion.				
Telegraph & Telephone Age..Trade..S-M.....	8,500	2.50		3-13 -126
Min. rate 1 p. mo. 1 yr. \$32.00 insertion.				
Telephone Review..Telephonic..M	36,000			3-13½-140
(Does not accept advertising.)				

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NEW YORK—Continued.

New York City—Continued.

Monthly Publications (English Language).

	1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Theatre Magazine..Dramatic..M Min. rate ¼ mag. p. 1 tl. \$33.00 insertion.	10.50		3-16 -168
Top Notch Magazine..Lit..S-M Min. rate ¼ p. 2 cona. insns. \$19.70 insertion.	12.18		2-16 -112
Town Development..Civic..M Min. rate 1 p. mo. 1 yr. \$37.50 insertion.	1.54		3-16 -157
Town & Country..Society..Tri-M (Changed from a wkly. publication Jan. 1, 1915.) Min. rate 1 p. 12 tl. in 1 yr. \$100.00 page.	5.60		4-12 -168
Trade & Transportation..Shipping..M 1-16 p. 1 tl. \$5.00. Min. rate 1 p. mo. 1 yr. \$45.00 insn.			3-15 -140
Trained Nurse & Hospital Review..Nursing..M 14,500 ¼ p. 1 tl. \$5.00. Min. rate ¼ p. mo. 1 yr. \$4.00 insertion.			2-16 -115
Travel Magazine..Travel..M Min. rate 3 p. in 1 yr. \$180.00 page.	8.40		3-16 -140
Trust Companies Magazine □ ..Finan..M..... ¼ p. 1 tl. \$10.00. Min. rate ¼ p. mo. 1 yr. \$16.67 insn.	4,800		2-16 -105
Typewriter Topics..Trade..M Min. rate 1 p. mo. 1 yr. \$36.40 insertion.	9,250	7.00	2-19 -126
Universal Engineer..Mech..M ¼ p. mo. 1 yr. \$15.00 insn. Min. rate 1 p. mo. 1 yr. \$41.67 insertion.	17,100		2-15 -112
Upholsterer..Trade..M 1-16 p. 1 tl. \$8.00. Min. rate 1 p. mo. 1 yr. \$33.34 insn.			2-21 -143
Vanity Fair..Styles & Lit..M Min. rate 1 p. mo. 1 yr. \$120.00 insertion.	15,000	6.30	4-12 -158
‡ Guarantee is raised, beginning January 1, 1915, to 20,000.			
Vogue..Fashions..S-M Min. rate 1 p. mo. 1 yr. \$470.00 insertion.	80,000	12.60	4-12 -158
Wallpaper News..Trade..M 1-16 p. 1 tl. \$8.00. Min. rate 1 p. mo. 1 yr. \$33.34 insn.			2-21 -143
Water & Gas Review..Trade..M 1-12 p. 1 tl. \$5.00. Min. rate 1 p. mo. 1 yr. \$41.67 insn.			3-15½-161
Welcome Guest..Lit & Fam..M (Moved to Chicago about July 1, 1914.)			
Wells Fargo Messenger..Express..M Min. rate 1 p. mo. 1 yr. \$67.20 insertion.	30,000	2.80	3-15 -140
Wide World Magazine (Amer edition)..Lit..M Min. rate ¼ p. 1 tl. \$12.50 insertion.	92,188	7.00	2-16 -112
Wilson's Photographic Magazine..Photo..M ¼ p. 1 tl. \$8.00. Min. rate 1 p. mo. 1 yr. \$25.60 insn.			2-16 -112
Winged Foot..Athletic..M ¼ p. 1 tl. \$10.00. Min. rate 1 p. mo. 1 yr. \$42.50 insn.			2-15 -112
Woman's Home Companion..Household..M (Published and listed at Springfield, O.)			
Woman's Home Missions..Meth..M Min. rate 1 in. mo. 1 yr. \$1.96 inch.	2.80		3-12½-126
Woman's Magazine..Fash..M (See Butterick Trio.) Min. rate 1 p. 1 tl. \$700.00.	14.00		4-13½-200
World's Advance..Semi-Tech..M (Formerly Popular Electricity & Modern Mechanics.) Min. rate 1 in. mo. 1 yr. \$3.00 insertion.	135,342	10.00	2-16 -112

‡ The World's Advance is a consolidation of Popular Electricity & The World's Advance, of Chicago; Modern Electrics & Mechanics, of New York, and Electrician & Mechanic, of Boston. The Magazine is profusely illustrated and describes in simple language the world's advance in electricity, mechanics, science, invention.

It is one of the few publications in 1914 which showed a successive advertising gain each month over same period of previous year and carries a larger percentage of keyed advertising than any publication of its kind. 72% of its readers are over 21 years old and is exclusively a man's publication without waste circulation among women and children. Further data on request.

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NEW YORK—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
New York City—Continued.				
<i>Monthly Publications (English Language).</i>				
Writer's Magazine..Lit..M	_____	3.50		2-13 - 98
Min. rate 1 p. 1 tl. \$45.00.				
Yachting..Marine..M	_____	3.50		3-16 -140
Min. rate ¼ p. mo. 1 yr. \$20.25 insertion.				
Young's Magazine□..Lit..M	© 124,300	7.00		2-15 -112
Min. rate ¼ p. 1 tl. \$12.50.				
<i>Monthly Publications (Foreign Languages).</i>				
Amerikanischer Botschafter (Ger)..Evan..M....	_____	1.40		4-13½-168
Min. rate 1 in. mo. 1 yr. .84 inch.				
Atlantis (Greek)..Lit..M	_____			4-12½-168
¼ p. 1 tl. \$10.00. Min. rate ¼ p. mo. 1 yr. \$3.00 insm.				
El Comercio (Span)..Export..M.....	© 10,866			4-13 -154
1-12 p. mo. 6 tl. \$13.00 insertion. Min. rate 1 p. mo. 1 yr. \$39.58 insertion.				
Jewish Farmer (Yiddish)..Agrl..M.....	_____	.70		3-13½-140
Min. rate ¼ p. 1 tl. \$10.00 insertion.				
Zukunft (Yiddish)□..Lit..M	© 81,475	4.90		2-15 -112
Min. rate 1 p. mo. 1 yr. \$50.40 insertion.				
¶ The Zukunft—(The Future)—The only Jewish monthly magazine that compares favorably, in contents and appearance, with the leading magazines of the country. Read everywhere. Circulation 81,000.				
<i>Yearly Publications.</i>				
Pioneer Kalender (Ger)..Socl..Annual.....	_____	7.00		2-21 - 84
Min. rate 1 p. 1 tl. \$50.00 insertion.				
World Almanac..Statistical..Annual	_____			1-25½- 91
¼ p. \$20.00. Min. rate 1 p. 1 tl. \$100.00 insertion.				
Niagara Falls (B 4)—Pop. 30,445.				
<i>Daily Newspapers.</i>				
Gazette□..Rep..Eve ex Su.....	© 9,180	.35	.21 I	7-13 -280
Journal□..Dem..Morn ex Su.....	\$ 7,812	.25	.15 I	7-13 -308
Northport (O 9)—Pop. 2,096.				
<i>Monthly Publications.</i>				
Law Notes..Legal..M	_____			2-22 -140
¼ p. 1 tl. \$25.00. Min. rate 1 p. mo. 1 yr. \$29.17 insm.				
North Tonawanda (C 4½)—Pop. 11,955.				
<i>Daily Newspapers.</i>				
News□..Ind..Eve ex Su.....	\$ 3,224	.15	.10 D	7-13 -287
Norwich (J 5½)—Pop. 7,422.				
<i>Daily Newspapers.</i>				
Sun..Rep..Eve ex Su.....	\$ 2,166	.25	.10 I	7-13 -287
Nyack (N 3½)—Pop. 4,619.				
<i>Daily Newspapers.</i>				
Journal..Rep..Eve ex Su.....	_____	.07	.07 F	6-13 -276
Star..Dem..Eve ex Su.....	\$ 1,120	.30	.06 I	6-13 -278
Ogdensburg (K 1)—Pop. 15,933.				
<i>Daily Newspapers.</i>				
Journal..Rep..Eve ex Su.....	_____	.06	.05½N	7-13 -287
News..Dem..Morn ex Su & Mon.....	* 4,500	1.00	.25 I	7-13 -287
Su Morn	* 4,500	1.00	.25 I	7-13 -287

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NEW YORK—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Olean (C 6½)—Pop. 14,743.				
<i>Daily Newspapers.</i>				
Herald□...Dem..Eve ex Su.....*	4,158	.30	.09 N	7-13 -280
Times□...Rep..Eve ex Su.....©	3,620	.25	.15 I	7-13 -280
Oneida (J 4)—Pop. 8,317.				
<i>Weekly Publications.</i>				
Dispatch...Rep..Fri	2,900	.15	.15 F	6-13 -276
Oneonta (K 5½)—Pop. 9,491.				
<i>Daily Newspapers.</i>				
Star...Ind..Morn ex Su.....§	5,696	.20	.12 N	7-13 -294
Ossining (N 8½)—Pop. 11,480.				
<i>Daily Newspapers.</i>				
Citizen...Rep..Eve ex Su.....	—			7-13 -280
<i>Monthly Publications.</i>				
Field Afar...Cath..Bi-M	13,500			3-12 -112
Oswego (H 3½)—Pop. 23,368.				
<i>Daily Newspapers.</i>				
Palladium...Dem..Eve ex Su.....§	3,570	.75	.12½ I	7-13 -280
Times...Rep..Eve ex Su.....©	3,792	.75	.12½ I	7-13 -280
<i>Weekly Publications.</i>				
Times...Rep..Tu & Fri.....©	3,881	.50	.15 N	7-13 -280
Owego (H 6)—Pop. 4,633.				
<i>Weekly Publications.</i>				
Gazette...Dem..Thur	2,536	1.00		7-13 -280
Min. rate 20 in. wkly. 1 yr. \$125.00.				
Pekskill (N 8)—Pop. 15,245.				
<i>Daily Newspapers.</i>				
News...Rep..Eve ex Su.....	—	.50	.08 N	7-13 -280
Union...Rep..Eve ex Su.....	—	.20	.09 N	7-13 -301
Penn Yan (F 5)—Pop. 4,597.				
<i>Weekly Publications.</i>				
Chronicle...Rep..Wed	3,066	.50	.14 N	8-13 -329
Plattsburg (O 1)—Pop. 11,138.				
<i>Daily Newspapers.</i>				
Press...Rep..Morn ex Su.....	—	.35	.12 L	7-13 -280
Star□...Ind..Eve ex Su.....©	2,000	.30	.10 I	6-13 -276
Port Chester (N 8½)—Pop. 12,809.				
<i>Daily Newspapers.</i>				
Item□...Rep..Eve ex Su.....§	2,623	.25	.12 E	7-13 -280
Record...Dem..Eve ex Su.....	—	.15	.06 I	6-13 -280
Port Jervis (L 8)—Pop. 9,564.				
<i>Daily Newspapers.</i>				
Gazette...Dem..Eve ex Su.....§	1,786	.12	.08 B	6-13 -280
Union...Rep..Eve ex Su.....§	1,560	.40	.05 N	7-13 -273
<i>Weekly Publications.</i>				
New York Farmer...Agrl..Thur.....©	24,500	2.10	1.26 A	7-13 -273
Tri-States Union...Rep..Thur.....©	1,900	.75	.05 N	7-13 -273

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 ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
 are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
 average circulation for six months ending September 30, 1914, unless otherwise noted.

NEW YORK—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Potsdam (K 1)—Pop. 4,036.				
<i>Weekly Publications.</i>				
Courier & Freeman..Rep..Wed.....*	3,650	.25	.12 I	8-13 -308
Poughkeepsie (N 7)—Pop. 27,936.				
<i>Daily Newspapers.</i>				
Eagle☐..Rep..Morn ex Su.....*	2,485	.25	.10 N	7-13 -283
Enterprise☐..Ind..Eve ex Su.....©	5,005	.50	.12 N	8-13 -280
(Cir. rating is average for 3 mos. ending Dec. 31, 1914.)				
News-Press☐..Dem..Morn ex Su.....©	5,321	.15	.15 F	7-13 -280
Star☐..Rep..Eve ex Su.....*	6,556	.35	.12 N	7-13 -308
<i>Weekly Publications.</i>				
Sunday Courier..Ind..Su	—	.75	.30 I	7-14 -300
Sunday Enquirer..Non-Polit..Su	4,800	.25	.25 F	7-13 -294
Rochester (E 4)—Pop. 218,149.				
<i>Daily Newspapers.</i>				
Abendpost (Ger)☐..Ind..Eve ex Su.....©	6,120	.70	.28 K	7-13 -294
Democrat & Chronicle☐..Rep..Morn ex Su...©	68,171	2.52	1.40 L	7-12½-294
Su Morn.....©	58,787	2.52	1.40 L	7-12½-294
† Over 68,000 copies of the Democrat and Chronicle go every day into the buying homes of Rochester and vicinity—more than any two Rochester papers combined. Paul Block, Inc., Representatives, New York, Chicago, Boston, Detroit.				
Herald☐..Ind..Morn ex Su.....}	31,223	1.40	.70 O	7-13 -294
Su Morn	—			
‡ Rochester Herald, Morning and Sunday. Circulation is hereby guaranteed by the Charles H. Fuller Company in amount of \$100. Plan of guarantee and permission to audit explained on page 4. Rochester is distinctly a morning paper town. John M. Branham Company, Publishers' Representatives.				
Post Express☐..Rep..Eve ex Su.....*	22,892	2.10	.59½ L	7-13½-290
Times☐..Rep..Eve ex Su.....©	26,073	.84	.49 N	7-13 -294
Union & Advertiser☐..Ind-Dem..Eve ex Su...©	41,370	2.10	.84 L	7-13 -298
<i>Weekly Publications.</i>				
Abendpost (Ger)☐..Ind..Mon & Thur.....©	3,005	.42	.14 H	7-13 -294
American Citizen..Anti-Rom Cath..Sat.....	—	5.60	5.60 F	7-13 -295
(Moved from East Orange, N. J., about Dec. 15, 1914.)				
<i>Monthly Publications.</i>				
American Fruits☐..Trade..M.....	—	1.40	1.40 F	3-15 -161
Case & Comment☐..Legal..M.....©	14,938	2.25	2.25 F	2-16 -112
Green's Fruit Grower..Hort..M.....©	140,304	8.40		4-13 -175
Min. rate 1 p. 1 tl. \$325.00.				
National Nurseryman..Hort..M.....	—	2.00		2-21 -140
Min. rate 1 p. mo. 1 yr. \$18.75 insertion.				
Rural Life..Agrl..M	59,516	3.50	3.50 F	4-13½-186
Rome (K 4)—Pop. 20,497.				
<i>Daily Newspapers.</i>				
Sentinel☐..Ind-Dem..Eve ex Su.....*	4,654	.24	.15 N	7-13 -298
<i>Weekly Publications.</i>				
Sentinel☐..Ind-Dem..Tu & Fri.....*	3,371	.75	.17 N	7-13 -298
<i>Monthly Publications.</i>				
Harness Gazette..Harness..M	2,600	3.00		2-21 -140
Min. rate 1 p. mo. 1 yr. \$25.00 insertion.				

* Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

NEW YORK—Continued.

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Salamanca (C 6)—Pop. 5,792.				
<i>Daily Newspapers.</i>				
Republican Press..Rep..Eve ex Su.....	\$ 1,575	.36	.10 N	7-13 -276
Saratoga Springs (N 4½)—Pop. 12,693.				
<i>Daily Newspapers.</i>				
Saratogian☐..Rep..Eve ex Su.....	\$ 5,213	.35	.14 I	7-13 -301
Sun☐..Dem..Eve ex Su.....	\$ 1,731	.15	.10 I	7-13 -280
Saugerties (N 6½)—Pop. 3,929.				
<i>Daily Newspapers.</i>				
Post..Rep..Eve ex Su.....	\$ 700	.15	.15 F	7-13 -280
Schenectady (N 5)—Pop. 72,826.				
<i>Daily Newspapers.</i>				
Gazette☐..Ind-Dem..Morn ex Su.....	© 21,437	1.12	.56 G	8-12½-308
☐ This circulation rating of the Schenectady Daily Gazette is hereby guaranteed by the Charles H. Fuller Company in the sum of \$100. Plan of guarantee and permission to audit explained on page 4.				
Union-Star☐..Rep..Eve ex Su.....	\$ 17,368	.84	.35 L	7-13 -280
Shaneateles (H 4½)—Pop. 1,615.				
<i>Monthly Publications.</i>				
Special Crops..Ginseng & Gold Seal Cult..M..	© 1,920	1.25		2-15 -112
Min. rate 1 p. mo. 1 yr. \$11.25 insertion.				
Syracuse (H 4½)—Pop. 137,249.				
<i>Daily Newspapers.</i>				
Herald☐..Ind..Eve ex Su.....	© 38,883	1.75	.84 L	7-13 -280
Su Morn	© 58,159	1.75	.84 L	7-13 -280
Journal☐..Ind..Eve ex Su.....	© 41,006	.84	.84 F	7-13 -280
☐ Leads the evening field in circulation, local, foreign and classified advertising. Entire circulation is within buying radius of Syracuse, making it an absolute factor in every Syracuse publicity campaign. Member of A. B. C. The John Budd Company, Advertising Representatives.				
Post Standard☐..Rep..Morn ex Su.....	\$ 51,889	2.10	1.12 L	7-13 -280
☐ The Post-Standard leads in Syracuse from every standpoint. Over 80,000 local circulation and over 55,000 net total. It blankets its territory. Paul Block, Inc., Representatives, New York, Chicago, Boston, Detroit.				
<i>Weekly Publications.</i>				
Industrial Weekly☐..Labor..Fri.....	© 5,000			6-13 -280
Risveglio Coloniale (Ital)..Dem..Fri.....	© 7,200	.50	.25 A	7-13 -280
Wesleyan Methodist..Wesleyan Meth..Wed...	© 5,400	.30	.12½A	4-13 -189
<i>Monthly Publications.</i>				
American Poultry Advocate..Poultry..M.....	© 46,153	3.50	2.80 G	3-13½-140
Baraca-Philathea News..Interdenom..M.....	© 7,500			2-16 -112
Good Health Clinic..Hygienic..M.....	—	2.80		2-16 -112
Min. rate 8 p. in 1 yr. \$12.00 page.				
Keramic Studio..Art..M	© 4,500	4.00		2-24 -154
Min. rate 1 p. mo. 1 yr. \$40.45 insertion.				
School Bulletin☐..Educ..M	—	2.00		4-12 -168
Min. rate 1 p. mo. 1 yr. \$37.50 insertion.				
Sporting Goods Gazette..Trade..M.....	© 5,200			3-14 -140
½ p. 1 tl. \$8.00. Min. rate ¼ p. mo. 1 yr. \$8.33 insm.				

☐ Government statement—See page 5. *Gross circulation. ©Net circulation. ☐ Can use matrices.
☐ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 8. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

NEW YORK—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Tarrytown (N 8½)—Pop. 5,600.				
Daily Newspapers.				
News..Rep..Eve ex Su.....	© 2,110	.24	.10 H	7-13 -280
Troy (N 5)—Pop. 76,813.				
Daily Newspapers.				
Record□..Ind..Morn ex Su.....	} © 22,670	.70	.49 O	7-13 -280
Eve ex Su.....				
‡ The Record "blankets" Troy. Goes into more than 95% of the homes daily. Net paid average circulation 1914, 22,714.				
Times□..Rep..Eve ex Su.....	\$ 17,075	1.40	.35 H	7-13½-294
‡ The Hudson Valley is far-famed. Its newspapers, too, are known everywhere. The Troy Times represents the city at the head of navigation in that picturesque valley; it also represents that circulation which the advertiser is seeking. The wise advertiser selects quality and circulation. He gets both in The Troy Times.				
Weekly Publications.				
Freie Presse (Ger)..Rep..Sat.....	© 2,350	.50	.18 P	7-13 -280
Northern-Budget□..Ind..Su	* 22,000	2.10	1.40 D	7-13 -301
Observer□..Dem..Su	* 3,970	.50	.30 N	7-13 -280
Times□..Rep..Tu & Fri.....	© 4,196	1.40	.35 H	7-13½-294
Monthly Publications.				
Carriage Dealer's Journal..Trade..M.....	—			2-22 -140
1-16 p. 1 tl. \$13.00. Min. rate 1 p. mo. 1 yr. \$54.17 insn.				
Home Budget□..Family..M	* 87,000	2.80	2.80 F	4-13 -217
Utica (K 4½)—Pop. 74,419.				
Daily Newspapers.				
Herald-Dispatch□..Rep..Eve ex Su.....	\$ 21,041	.98	.35 P	7-13 -294
Sunday Tribune□..Ind..Su Morn.....	—	.98	.35 P	7-13 -294
Observer□..Dem..Eve ex Su.....	* 19,070	.84	.42 L	7-13½-301
Press□..Ind..Morn ex Su.....	\$ 18,293	.98	.49 L	7-13½-308
Weekly Publications.				
Observer..Dem..Wed & Sat.....	—	.56	.28 L	7-13½-301
Y'Drych (Welsh)..Rep..Thur	—	.25	.25 F	7-13½-280
Press□..Ind..Tu & Fri.....	© 4,594	.98		7-13½-308
Min. rate 1 in. a-wkly. 1 yr. .28 insertion.				
Saturday Globe..Ind..Sat	* 101,101	4.20	4.20 F	7-13 -301
(Cir. rating is average for 12 mos. ending Jan. 1, 1914.)				
‡ The Globe reaches the smaller cities, towns and villages of interior New York, New England and adjacent states. A welcome visitor in these homes for more than a third of a century. Offers very best opportunity for publicity campaign in this section. The John Budd Co., Adv. Repra.				
Monthly Publications.				
Mantel, Tile & Grate Monthly..Trade..M.....	© 3,000	3.20		2-15 -112
Min. rate 1 p. mo. 1 yr. \$36.00 insertion.				
National Electrical Contractor..Elec..M	© 2,950			2-15 -112
½ p. 1 tl. \$4.13. Min. rate 1 p. mo. 1 yr. \$21.00 insn.				
Walton (K 6)—Pop. 3,103.				
Weekly Publications.				
Reporter..Dem..Sat	© 7,477	.50	.20 B	7-13 -308
Warsaw (D 5)—Pop. 3,206.				
Weekly Publications.				
Western New Yorker..Rep..Thur.....	© 3,700	.50		7-13 -301
Min. rate 1 in. wkly. 1 yr. .15 insertion.				

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NEW YORK—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Watertown (J 2½)—Pop. 26,730.				
<i>Daily Newspapers.</i>				
Standard☐...Prog-Rep..Eve ex Su.....	\$ 10,821	.50	.20 N	7-13 -301
‡ Best value for the money. Best treatment of advertisers. Exclusively home circulation, among most prosperous people.				
Times☐...Rep..Eve ex Su.....	© 13,993	.63	.28 A	7-13 -308
<i>Weekly Publications.</i>				
Re-Union...Dem..Wed & Sat.....	© 1,975	.34	.11 I	7-13 -276
<i>Monthly Publications.</i>				
I. O. O. F. Lodge Record..Frat..M.....	© 3,000	1.00		4-13 -168
Min. rate 1 p. mo. 1 yr. \$23.00 insertion.				
Weedsport (G 4½)—Pop. 1,344.				
<i>Weekly Publications.</i>				
Northern Christian Advocate..Meth..Thur.....	—	1.40	.70 C	4-13½-185
Wellsville (D 6½)—Pop. 4,382.				
<i>Daily Newspapers.</i>				
Reporter..Rep..Eve ex Su.....	—	.06	.06 F	7-13 -280
White Plains (N 8½)—Pop. 15,949.				
<i>Daily Newspapers.</i>				
Argus..Rep..Eve ex Su.....	\$ 2,412	.07	.07 F	7-13 -280
Record..Rep..Eve ex Su.....	\$ 2,516	.25	.12 B	7-13 -280
Reporter..Dem..Eve ex Su.....	—	.25	.05 B	7-13 -280
Woodhaven (N 9)—Pop. ??				
<i>Weekly Publications.</i>				
Leader Observer..Local..Thur.....	© 6,700	.60		7-13 -276
Min. rate 1 in. wkly. 1 yr. .30 insertion.				
Yonkers (N 9)—Pop. 79,803.				
<i>Daily Newspapers.</i>				
Herald☐...Dem..Eve ex Su.....	\$ 12,172	1.12	.42 G	7-13 -301
News☐...Rep..Eve ex Su.....	\$ 4,503	.75	.16 N	7-13 -294
Statesman☐...Rep..Eve ex Su.....	—	1.00		7-14 -301
Min. rate 5 in. daily 1 yr. \$135.00.				

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average circulation for six months ending September 30, 1914, unless otherwise noted.

NORTH CAROLINA

Cities and Towns of—	No.	Pop.
25,000 inhabitants or more.....	3	59,762
10,000 to 25,000 inhabitants.....	5	59,252
5,000 to 10,000 inhabitants.....	12	96,184
2,500 to 5,000 inhabitants.....	20	72,245

NORTH CAROLINA

	No.	Pop.
Urban territory.....		318,474
Rural territory.....		1,887,818
Cities and towns of less than 2,500 inhabitants.....	414	218,482
Other rural territory.....		1,669,331
Total number of dwellings in state.....		430,570
Total number of families in state.....		440,324

NORTH CAROLINA—Pop. 2,206,287.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Asheville (D 2½)—Pop. 18,762.				
<i>Daily Newspapers.</i>				
Citizen☐...Dem..Morn ex Su.....	\$ 10,169	.25	.25 F	7-13 -294
Su Morn				
Gazette News☐...Ind..Eve ex Su.....	\$ 5,050	.30	.15 N	7-13 -280
Charlotte (H 3)—Pop. 34,014.				
<i>Daily Newspapers.</i>				
News & Chronicle☐...Dem..Eve ex Su.....	\$ 10,299	.50	.28 I	7-13 -294
Su Morn	8,046	.50	.28 I	7-13 -294
(News absorbed Chronicle May 9, 1914.)				
† City circulation 4,750. Balance in the immediate territory within the trading zone. Total net paid now 10,975.				
Observer☐...Ind-Dem..Morn ex Su.....	10,395	.98	.35 I	7-13 -294
Su Morn	15,791	.98	.35 I	7-13 -294
<i>Weekly Publications.</i>				
Mill News☐...Trade..Thur	6,062	.40	.30 A	6-13 -276
Observer☐...Ind-Dem..Tu & Fri.....	5,615	.98	.35 I	7-13 -294
Presbyterian Standard..Presb..Wed	5,145	.51	.40 I	3-14 -150
† Write Jacobs & Co., Clinton, S. C., for full information.				
<i>Weekly Publications.</i>				
Times-Democrat☐...Dem..Mon & Thur.....	6,021	.50	.28 I	7-13 -294
<i>Monthly Publications.</i>				
Southern Poultry Review..Poultry..M.....	—	1.00	.60 A	3-13 -140
Clinton (N 3½)—Pop. 1,001.				
<i>Weekly Publications.</i>				
Democrat☐...Dem..Thur	1,700	.15	.12½ B	8-13 -336
Concord (H 3)—Pop. 8,715.				
<i>Daily Newspapers.</i>				
Tribune..Dem..Eve ex Su.....	—	.08	.08 F	7-13 -301
Durham (M 1½)—Pop. 18,241.				
<i>Daily Newspapers.</i>				
Herald..Ind..Morn ex Mon.....	\$ 4,976	.29	.18 N	7-13 -290
Sun☐...Ind..Eve ex Su.....	\$ 5,387	.16	.16 F	7-13 -287
Elon College (L 1½)—Pop. 200.				
<i>Weekly Publications.</i>				
Christian Sun..Chr..Wed	—	.27	.21½ I	4-13 -165
† Jacobs & Co., Clinton, S. C., guarantee 2,656 circulation.				
Fayetteville (M 3½)—Pop. 7,045.				
<i>Daily Newspapers.</i>				
Observer☐...Dem..Eve ex Su.....	—	.25	.15 I	6-13 -280
Goldsboro (O 3)—Pop. 6,107.				
<i>Daily Newspapers.</i>				
Argus..Dem..Eve ex Su.....	—	.12½	.12½ F	7-13 -294
<i>Weekly Publications.</i>				
Head-Light..Ind-Dem..Thur	6,850	.25	.25 F	8-13 -336

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NORTH CAROLINA—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Greensboro (K 1½)—Pop. 15,895.				
<i>Daily Newspapers.</i>				
News□...Ind...Morn ex Su.....	\$ 10,208	.28	.28 F	7-13 -294
Su Morn	\$ 12,089	.28	.28 F	7-13 -294
Record..Dem..Eve ex Su.....	—	.50	.10 N	6-13 -280
<i>Weekly Publications.</i>				
North Carolina Christian Advocate..Meth..Thur	—	.71	.56½I	4-13 -196
† Jacobs & Co., Clinton, S. C., guarantee 7,108 circulation.				
<i>Monthly Publications.</i>				
Baraca-Philathea Herald□...Interdenom..M ...*	10,300			2-15 -112
Greenville (P 2)—Pop. 4,101.				
<i>Daily Newspapers.</i>				
Reflector..Dem..Eve ex Su.....	\$ 1,200	.10	.07½A	6-13 -280
High Point (K 2)—Pop. 9,525.				
<i>Daily Newspapers.</i>				
Enterprise..Dem..Eve ex Su.....	\$ 1,100	.15	.15 F	7-13 -294
<i>Weekly Publications.</i>				
Review..Ind..Thur	© 3,895	.20	.17 I	6-13 -280
<i>Monthly Publications.</i>				
Southern Furniture Journal..Furniture..M.....	—			2-21 -140
½ p. 1 tl. \$5.50. Min. rate 1 p. mo. 1 yr. \$21.00 in sm.				
Kinston (O 3)—Pop. 6,995.				
<i>Daily Newspapers.</i>				
Free Press..Dem..Eve ex Su.....	\$ 825	.10	.06 N	6-13 -276
Lexington (J 2)—Pop. 4,163.				
<i>Weekly Publications.</i>				
Dispatch..Dem..Wed	* 10,600	.40	.40 F	7-13 -308
<i>Monthly Publications.</i>				
Southern Good Roads..Roads & Streets..M....*	10,450			2-21 -140
½ p. 1 tl. \$10.00. Min. rate 1 p. mo. 1 yr. \$41.67 in sm.				
Louisburg (N 1)—Pop. 1,775.				
<i>Weekly Publications.</i>				
Times..Dem..Fri	© 3,100	.50		6-13 -280
Min. rate 1 in. wkly. 4 tl. .15 inch.				
Lumberton (M 4)—Pop. 2,230.				
<i>Weekly Publications.</i>				
Robesonian..Dem..Mon & Thur.....	© 2,344	.40	.10 N	6-13 -276
Monroe (J 3½)—Pop. 4,082.				
<i>Weekly Publications.</i>				
Enquirer..Dem..Thur	© 4,250	.15	.15 F	7-13 -305
Moravian Falls (G 1)—Pop. 150.				
<i>Monthly Publications.</i>				
Yellow Jacket..Free Lance..Bi-W.....	—	7.00	7.00 F	5-13 -252

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NORTH CAROLINA.—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
New Bern (P 3)—Pop. 9,961.				
<i>Daily Newspapers.</i>				
Journal..Dem..Morn ex Mon.....	\$ 1,150	.50	.06 A	6-13 -280
Sun..Dem..Eve ex Su.....	\$ 1,850	.15	.15 F	6-13 -280
<i>Weekly Publications.</i>				
Journal..Dem..Tu & Fri.....	\$ 2,000	.08	.08 F	7-13 -294
Oxford (M 1)—Pop. 3,018.				
<i>Weekly Publications.</i>				
Orphan's Friend & Masonic Journal..Relig..Fri..	—	1.09	.87½ I	4-13 -203
† Jacobs & Co., Clinton, S. C., guarantee 10,860 circulation.				
Raleigh (M 2)—Pop. 19,218.				
<i>Daily Newspapers.</i>				
News & Observer□..Dem..Morn ex Su.....	\$ 20,082	1.12	.42 I	7-13 -294
Su Morn	\$ 20,082	1.12	.42 I	7-13 -294
Times□..Ind-Dem..Eve ex Su.....	© 5,377	.24½	.24½ F	7-13 -294
† The Raleigh Times carries most local advertising because it has the most local circulation. Member of A. B. C. The John Budd Co., Advertising Representatives.				
<i>Weekly Publications.</i>				
Biblical Recorder..Bap..Wed	© 13,725	1.37	1.10 I	4-13 -184
† Write Jacobs & Co., Clinton, S. C., for full information.				
Christian Advocate..Meth..Thur	© 8,000	.80	.62 I	4-13 -189
† Write Jacobs & Co., Clinton, S. C., for full information.				
Farmer & Mechanic□..Agrl..Tu	© 13,000	.49	.49 F	4-13 -210
News & Observer□..Dem..Thur.....	© 12,000	.42	.42 F	7-13 -294
<i>Monthly Publications.</i>				
Carolina Farmer..Agrl..S-M	© 12,000	1.05	1.05 F	4-13 -189
North Carolina Education..Educ M ex July & August.....	—	1.00		3-13 -140
Min. rate 1 p. mo. 10 mos. \$20.00 insertion.				
Reidsville (K 1)—Pop. 4,828.				
<i>Weekly Publications.</i>				
Review..Dem..Tu & Fri.....	* 3,100	.15	.10 I	6-13 -276
Rocky Mount (O 2)—Pop. 8,051.				
<i>Daily Newspapers.</i>				
Telegram..Dem..Eve ex Su.....	\$ 2,163	.16	.12 N	7-13 -294
Salisbury (J 2)—Pop. 7,153.				
<i>Daily Newspapers.</i>				
Post..Dem..Eve ex Su.....	\$ 2,337	.25	.10 N	7-13 -294
<i>Weekly Publications.</i>				
Watchman..Dem..Wed	© 2,425	.25	.06½ N	7-13 -308
Shelby (F 3)—Pop. 3,127.				
<i>Weekly Publications.</i>				
Highlander..Ind..Sat	—	.20	.20 F	6-13 -276
Star..Ind-Dem..Tu & Fri.....	© 2,675	.15	.10 I	6-13 -280
Sparta (G 1)—Pop. 199.				
<i>Weekly Publications.</i>				
Star..Dem..Thur	© 1,225	.08	.08 F	7-13 -301

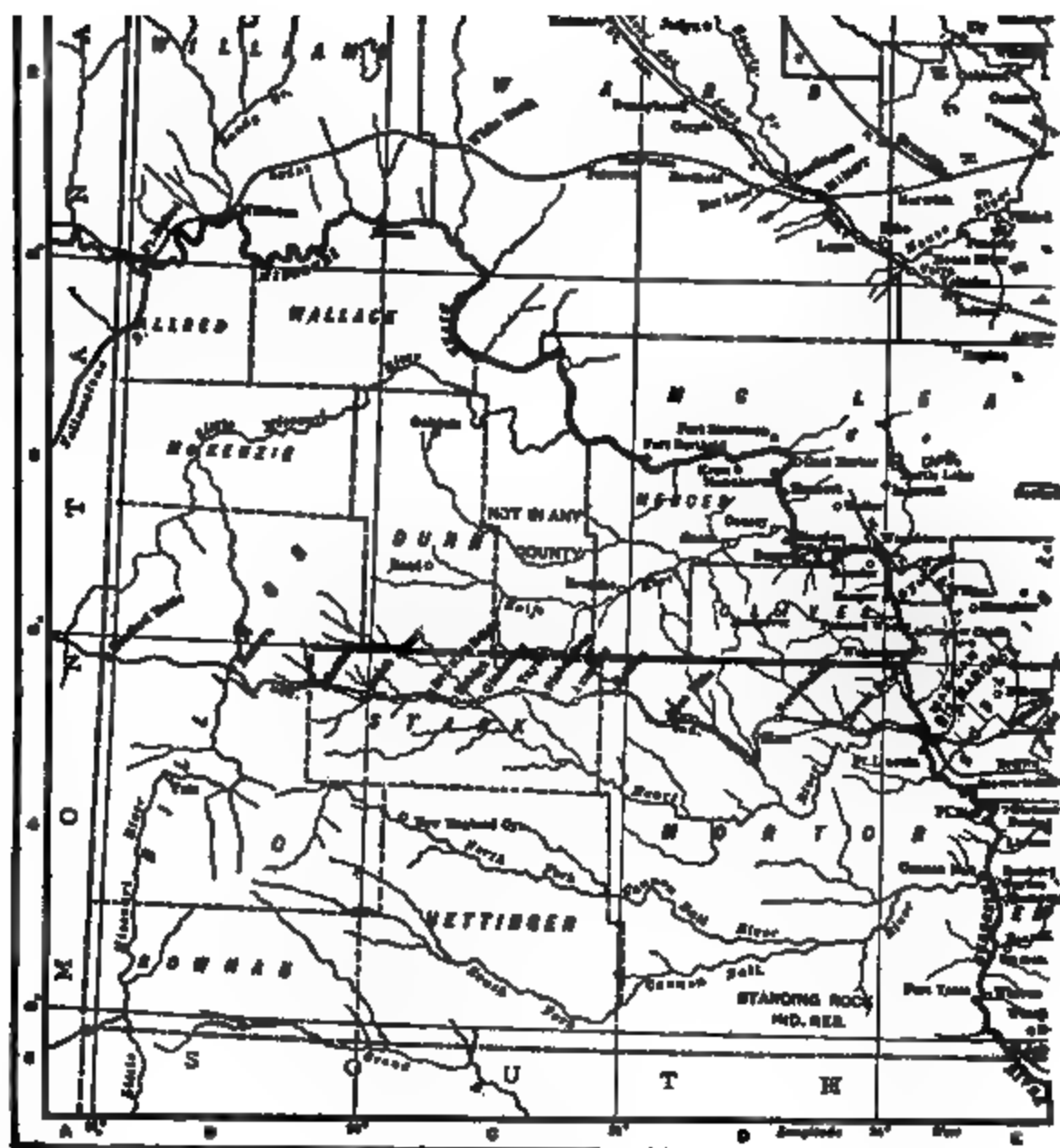
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NORTH CAROLINA—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Statesville (H 2)—Pop. 4,599.				
<i>Weekly Publications.</i>				
Landmark..Ind-Dem..Tu & Fri.....	—	.40	.11 P	6-13 -280
Tarboro (O 2)—Pop. 4,129.				
<i>Daily Newspapers.</i>				
Southerner..Dem..Eve ex Su.....*	325	.03	.03 F	6-13½-280
Thomasville (J 2)—Pop. 3,877.				
<i>Weekly Publications.</i>				
Charity & Children..Bap..Thur.....©	17,865	1.77	1.41½I	6-13 -280
† Write Jacobs & Co., Clinton, S. C., for full information.				
Washington (P 2½)—Pop. 6,211.				
<i>Daily Newspapers.</i>				
News..Dem..Eve ex Su.....	—	.15	.09½N	7-13 -308
<i>Weekly Publications.</i>				
Progress..Dem..Thur	© 2,222			7-13 -308
Wilmington (O 5)—Pop. 25,748.				
<i>Daily Newspapers.</i>				
Dispatch□..Dem..Eve ex Su.....	\$ 2,402	.25	.12 I	7-13 -287
Star..Dem..Morn ex Su & Mon.....©	5,000	.30	.14 I	7-13 -280
Su Morn	© 7,400	.30	.14 I	7-13 -280
Wilson (O 2)—Pop. 6,717.				
<i>Daily Newspapers.</i>				
Times..Dem..Eve ex Su.....	—	.22	.22 F	6-13 -280
<i>Weekly Publications.</i>				
Times..Dem..Tu & Fri.....	—	.30	.30 F	6-13 -280
<i>Monthly Publications.</i>				
Zion's Landmark..Prim-Bap..S-M	—	.40	.32 I	2-15 -105
† Jacobs & Co., Clinton, S. C., guarantee 4,000 circulation.				
Winston-Salem (J 1½)—Pop. 22,700.				
<i>Daily Newspapers.</i>				
Journal□..Dem..Morn ex Mon.....	\$ 4,674	.20	.15 I	7-13 -294
Su Morn20	.15 I	7-13 -294
Sentinel□..Dem..Eve ex Su.....	\$ 4,815	.50	.20 D	7-13 -287
† Daily, 4,815 (P. O. stmt. October 31, 1914), S-W, 7,382. Associated Press. Local trade information cheerfully and accurately furnished. Member A. B. of C.				
<i>Weekly Publications.</i>				
Union Republican..Rep..Thur	* 12,000	.40	.40 F	7-13 -276
Western Sentinel□..Dem..Tu & Fri.....	© 7,382	.50	.20 D	7-13 -287
<i>Monthly Publications.</i>				
Our Rural Home & Carrier's Messenger..Family M	—	1.40	1.40 F	4-13 -185
<i>Yearly Publications.</i>				
Blum's Farmers' & Planters' Almanac.....	© 65,410	7.00		2-16 - 98
Min. rate 1 p. 1 tl. \$80.00. † Blum's Farmers & Planters Almanac is nearest the hearts of the southern people because it has been going to their homes for eighty-six years. The greatest result getter in the South. Give it a trial. First forms close April 15th and the last August 1st. Edition for 1915—80,000 circulation.				

§ Government statement—See page 5. *Gross circulation. © Net circulation. □ Can use matrices.
† Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
are explained on pages 2 and 8. Sworn circulation statements in bold face type. Each rating is the
average circulation for six months ending September 30, 1914, unless otherwise noted.

NORTH DAKOTA

Cities of—	No.	Pop.
10,000 inhabitants or more.....	3	26,803
5,000 to 10,000 inhabitants.....	8	16,783
2,500 to 5,000 inhabitants.....	5	19,639
Total urban territory.....		63,225



NORTH DAKOTA.

	No.	Pop.
Rural territory.....		513,820
Cities and towns of less than 2,500 inhabitants.....	203	98,020
Other rural territory.....		415,800
Total number of dwellings in state.....		113,757
Total number of families in state.....		120,919

NORTH DAKOTA—Pop. 577,056.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Bismarck (E 4)—Pop. 5,443.				
<i>Daily Newspapers.</i>				
Tribune☐...Rep..Morn & Su ex Mon.....	\$ 6,146	.20	.20 F	7-13 -280
<i>Weekly Publications.</i>				
Staats-Anzeiger (Ger)..Dem..Thur	6,244	.40	.20 P	6-13 -280
State News☐...Ind..Thur	1,500	.15	.10 B	6-13 -250
Tribune☐...Rep..Thur	1,750	.20	.20 F	7-13 -280
Devil's Lake (G 2½)—Pop. 5,157.				
<i>Daily Newspapers.</i>				
Journal☐...Dem..Eve ex Su.....	\$ 2,165	.20	.15 N	7-13 -280
<i>Weekly Publications.</i>				
Journal☐...Dem..Thur	—	.25	.18 N	7-13 -280
World..Rep..Thur	1,800	.15	.12 D	7-13 -280
Dickinson (C 3½)—Pop. 3,678.				
<i>Weekly Publications.</i>				
North Dakota Herald (Ger)..Dem..Fri.....	3,015	.30		6-13 -276
Min. rate 1 in. wkly. 1 yr. .14 inch.				
Press..Ind-Rep..Sat	2,765	.25	.17 B	6-13 -276
Fargo (J 4)—Pop. 14,331.				
<i>Daily Newspapers.</i>				
Courier-News☐...Ind..Morn ex Su & Mon.....	3,836	.56	.42 B	7-13 -280
Su Morn	3,836	.56	.42 B	7-13 -280
‡ Ask Carpenter-Scheerer Co., Chicago, New York, for complete local data compiled from personal investigation. They also offer advertisers merchandising co-operation.				
Forum☐...Ind-Rep..Eve ex Su.....	\$ 11,420	.35	.35 F	7-13 -301
<i>Weekly Publications.</i>				
Fram (Norw)..Ind..Thur	—	.35	.35 F	7-13 -280
Forum☐...Ind-Rep..Fri	—	.35	.35 F	7-13 -301
<i>Monthly Publications.</i>				
National Grain Grower..Agrl..M.....	—	2.80	2.80 F	4-13 -182
Grand Forks (H 2½)—Pop. 12,478.				
<i>Daily Newspapers.</i>				
Herald☐...Rep..Morn ex Mon.....	\$ 12,717	.84	.70 B	7-13 -304
Eve ex Su.....				
<i>Weekly Publications.</i>				
Normanden (Norw)☐...Ind..Wed	7,989	.42	.42 F	7-13 -294
Times-Herald..Rep..Fri	—	.38	.38 F	7-13 -304
Jamestown (G 3½)—Pop. 4,352.				
<i>Daily Newspapers.</i>				
Alert..Rep..Eve ex Su.....	\$ 700	.10	.10 F	7-13 -280
Capital..Prog-Rep..Eve ex Su.....	—	.05	.05 F	6-13 -278
<i>Weekly Publications.</i>				
Alert..Rep..Thur	1,650	.15	.15 F	7-13 -280
Lisbon (H 4)—Pop. 1,758.				
<i>Monthly Publications.</i>				
North Dakota Farmer..Agrl..M.....	6,175	.56	.56 F	3-13 -140
Rotary..Juv..M	3,227	.70	.70 F	2-13 - 98
Westland Educator..Educ..M	1,290	.42	.42 F	2-13 - 98

‡ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

NORTH DAKOTA—Continued.**Mandan (E 4)—Pop. 3,873.***Daily Newspapers.*

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Pioneer..Rep..Eve ex Su.....*	865	.10	.10 F	6-13 -276
(Started May 1, 1914.)				

Weekly Publications.

Pioneer..Rep..Fri	* 2,800	.20	.20 F	6-13 -276
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Minot (D 2)—Pop. 6,188.*Daily Newspapers.*

Optic-Reporter..Rep..Eve ex Su.....	—	.20	.20 F	7-13 -280
(The Daily Optic & Daily Reporter consolidated May 7, 1914.)				

Weekly Publications.

Independent..Ind..Thur	—	.20	.20 F	6-13 -280
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Valley City (G 3½)—Pop. 4,606.*Daily Newspapers.*

Times-Record..Ind-Rep..Eve ex Su.....	© 1,460	.12	.10 I	6-13 -280
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Weekly Publications.

Times-Record..Ind-Rep..Thur	© 2,400	.17	.14 I	6-13 -280
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§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
 ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
 are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
 average circulation for six months ending September 30, 1914, unless otherwise noted.

OHIO.

Cities and Villages of—	No.	Pop.
500,000 inhabitants or more.....	1	560,662
100,000 to 500,000 inhabitants.....	4	820,176
50,000 to 100,000 inhabitants.....	3	198,250
25,000 to 50,000 inhabitants.....	6	195,021
10,000 to 25,000 inhabitants.....	23	360,934
5,000 to 10,000 inhabitants.....	45	321,860
2,500 to 5,000 inhabitants.....	57	198,489

OHIO.

	No.	Pop.
Urban territory.....		2,666,142
Rural territory.....		2,101,978
Towns and villages of less than 2,500 inhabitants.....	644	452,030
Other rural territory.....		1,649,948
Total number of dwellings in state.....		1,024,809
Total number of families in state.....		1,138,166

OHIO—Pop. 4,767,121.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Akron (K 2)—Pop. 69,067.				
<i>Daily Newspapers.</i>				
Beacon-Journal☐...Rep..Eve ex Su.....	\$ 20,500	.42	.42 F	8-13 -308
Press☐...Ind..Eve ex Su.....	\$ 16,122	.42	.35 G	8-12 -280
Times☐...Ind-Dem..Eve ex Su.....	© 15,500	.32	.32 F	8-12½-294
‡ The Times is Akron's only Associated Press daily and is the official Real Estate Organ.				
<i>Weekly Publications.</i>				
Germania (Ger)..Ind..Tu, Thur, Sat.....	© 7,410	.40	.10 P	7-13 -294
<i>Monthly Publications.</i>				
Young People's Lesson Quarterly..Non-Sec..Quar	—	1.40		2-13½-107
Min. rate 1 p. mo. 1 yr. \$7.20 page.				
Alliance (J 2½)—Pop. 15,082.				
<i>Daily Newspapers.</i>				
Leader☐...Ind-Dem..Eve ex Su.....	\$ 3,229	.14	.09 B	7-13 -280
Review☐...Rep..Eve ex Su.....	© 4,826	.20	.12 D	7-13 -280
‡ Daily Review circulation in Alliance 8,000, 98 per cent home circulation, 99 per cent paid in advance.				
<i>Weekly Publications.</i>				
Review☐...Rep..Tu & Fri.....	© 2,738	.20	.12 D	7-13 -280
<i>Monthly Publications.</i>				
Schemer☐...Agents..M	© 3,500	1.40	1.40 F	2-13 - 94
Ashland (G 3)—Pop. 6,795.				
<i>Daily Newspapers.</i>				
Times-Gazette..Ind..Eve ex Su.....	—	.15	.08 I	7-13 -280
<i>Weekly Publications.</i>				
Press..Dem..Wed	© 3,646	.15	.15 F	8-13 -308
Ashtabula (K 1)—Pop. 18,266.				
<i>Daily Newspapers.</i>				
Beacon☐...Ind..Eve ex Su.....	\$ 5,327	.30	.15 B	7-13 -283
Athens (G 6)—Pop. 5,463.				
<i>Daily Newspapers.</i>				
Messenger☐...Rep..Eve ex Su.....	\$ 3,695	.15	.10 B	7-13 -276
<i>Monthly Publications.</i>				
Ohio Teacher..Educ..M	—	2.50		2-17 -126
Min. rate 1 p. mo. 1 yr. \$22.00 insertion.				
Bellaire (K 4½)—Pop. 12,946.				
<i>Daily Newspapers.</i>				
Herald-Tribune..Dem..Eve ex Su.....	—	.05	.05 F	7-13 -276
Leader☐...Ind..Eve ex Su.....	© 2,892	.12	.08 B	7-13 -276
Bellefontaine (D 4)—Pop. 8,238.				
<i>Daily Newspapers.</i>				
Examiner..Non-Part..Eve ex Su.....	\$ 2,410	.10	.10 F	7-13 -276
Index-Republican..Rep..Eve ex Su.....	\$ 2,115	.10	.10 F	7-13 -280
<i>Weekly Publications.</i>				
Examiner..Dem..Fri	* 1,000	.10	.10 F	7-13 -276
Index-Republican..Rep..Thur	—	.15	.15 F	7-13 -280

\$ Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices. ‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

OHIO—Continued.

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Belleve (F 2)—Pop. 5,209.				
<i>Daily Newspapers.</i>				
Gazette..Ind..Eve ex Su.....	\$ 1,738	.25	.06 N	8-13 -304
Bowling Green (D 2)—Pop. 5,222.				
<i>Daily Newspapers.</i>				
Sentinel-Tribune□..Rep..Eve ex Su.....	\$ 1,881	.20	.08 B	7-13 -308
<i>Weekly Publications.</i>				
Democrat..Dem..Fri	© 2,650	.15	.15 F	7-13 -304
Bucyrus (F 3)—Pop. 8,122.				
<i>Daily Newspapers.</i>				
Forum..Dem..Eve ex Su.....	—	.10	.10 F	6-13 -280
Telegraph..Rep..Eve ex Su.....	\$ 1,923	.12	.08 B	7-13 -287
Cambridge (H 4½)—Pop. 11,327.				
<i>Daily Newspapers.</i>				
Jeffersonian..Ind-Dem..Eve ex Su.....	\$ 5,918	.22	.18 B	7-13 -280
Times□..Rep..Eve ex Su.....	\$ 2,142	.10	.06 B	7-13 -280
Canal Dover (H 3½)—Pop. 6,621.				
<i>Daily Newspapers.</i>				
Reporter..Ind..Eve ex Su.....	© 3,341	.10	.10 F	7-13 -304
Canton (J 3)—Pop. 50,217.				
<i>Daily Newspapers.</i>				
News□..Ind-Dem..Eve ex Su.....	\$ 11,555	.21	.21 F	7-13 -308
Su Morn21	.21 F	7-13 -308
Repository□..Rep..Eve ex Su.....	\$ 16,081	.42	.21 I	7-13 -308
Su Morn	\$ 13,123	.42	.21 I	7-13 -308
<i>Monthly Publications.</i>				
Roller Monthly..Lit..M	© 12,000	1.00		2-11 - 77
Min. rate 1 in. mo. 1 yr. .60 inch.				
Today's Magazine for Women..Lit & Fam..M..	© 822,154	49.00		4-13½-200
Min. rate 1 p. 1 tl. \$2,400.00.				
Circulation, net monthly edition, or rebate, guaranteed by To-Day's Magazine.....				
	800,000			
Carey (E 2½)—Pop. 2,225.				
<i>Monthly Publications.</i>				
Poultry Record..Poultry..M	© 17,350	1.68	1.68 F	3-13 -140
Celina (B 3½)—Pop. 3,493.				
<i>Daily Newspapers.</i>				
Standard..Dem..Eve ex Su.....	\$ 1,200	.06	.06 F	7-13 -304
Chillicothe (F 6)—Pop. 14,508.				
<i>Daily Newspapers.</i>				
News Advertiser..Dem..Eve ex Su.....	\$ 2,423	.12	.08 E	7-13 -280
Scioto Gazette□..Rep..Eve ex Su.....	\$ 2,265	.12	.08 B	7-13 -304
<i>Weekly Publications.</i>				
Scioto Gazette□..Rep..Fri	© 4,450	.20	.15 B	7-13 -304

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OHIO—Pop. 4,767,121.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Akron (K 2)—Pop. 69,067.				
<i>Daily Newspapers.</i>				
Beacon-Journal☐...Rep..Eve ex Su.....	\$ 20,596	.42	.42 F	8-13 -308
Press☐...Ind..Eve ex Su.....	\$ 16,122	.42	.35 G	8-12 -280
Times☐...Ind-Dem..Eve ex Su.....	© 15,596	.32	.32 F	8-12½-294
‡ The Times is Akron's only Associated Press daily and is the official Real Estate Organ.				
<i>Weekly Publications.</i>				
Germania (Ger)..Ind..Tu, Thur, Sat.....	© 7,410	.40	.10 P	7-13 -294
<i>Monthly Publications.</i>				
Young People's Lesson Quarterly..Non-Sec..Quar	—	1.40		2-13½-107
Min. rate 1 p. mo. 1 yr. \$7.20 page.				
Alliance (J 2½)—Pop. 15,083.				
<i>Daily Newspapers.</i>				
Leader☐...Ind-Dem..Eve ex Su.....	\$ 3,229	.14	.09 B	7-13 -280
Review☐...Rep..Eve ex Su.....	© 4,826	.20	.12 D	7-13 -280
‡ Daily Review circulation in Alliance 3,000, 98 per cent home circulation, 99 per cent paid in advance.				
<i>Weekly Publications.</i>				
Review☐...Rep..Tu & Fri.....	© 2,738	.20	.12 D	7-13 -280
<i>Monthly Publications.</i>				
Schemer☐...Agents..M	© 3,500	1.40	1.40 F	2-13 - 94
Ashland (G 3)—Pop. 6,795.				
<i>Daily Newspapers.</i>				
Times-Gazette..Ind..Eve ex Su.....	—	.15	.08 I	7-13 -280
<i>Weekly Publications.</i>				
Press..Dem..Wed	© 3,646	.15	.15 F	8-13 -308
Ashtabula (K 1)—Pop. 18,266.				
<i>Daily Newspapers.</i>				
Beacon☐...Ind..Eve ex Su.....	\$ 5,227	.30	.15 B	7-13 -283
Athens (G 6)—Pop. 5,463.				
<i>Daily Newspapers.</i>				
Messenger☐...Rep..Eve ex Su.....	\$ 3,695	.15	.10 B	7-13 -276
<i>Monthly Publications.</i>				
Ohio Teacher..Educ..M	—	2.50		2-17 -126
Min. rate 1 p. mo. 1 yr. \$22.00 insertion.				
Bellaire (K 4½)—Pop. 12,946.				
<i>Daily Newspapers.</i>				
Herald-Tribune..Dem..Eve ex Su.....	—	.05	.05 F	7-13 -276
Leader☐...Ind..Eve ex Su.....	© 2,892	.12	.08 B	7-13 -276
Bellefontaine (D 4)—Pop. 8,238.				
<i>Daily Newspapers.</i>				
Examiner..Non-Part..Eve ex Su.....	\$ 2,410	.10	.10 F	7-13 -276
Index-Republican..Rep..Eve ex Su.....	\$ 2,115	.10	.10 F	7-13 -280
<i>Weekly Publications.</i>				
Examiner..Dem..Fri	* 1,000	.10	.10 F	7-13 -276
Index-Republican..Rep..Thur	—	.15	.15 F	7-13 -280

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OHIO—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Bellevue (F 2)—Pop. 5,209.				
<i>Daily Newspapers.</i>				
Gazette..Ind..Eve ex Su.....	\$ 1,738	.25	.06 N	8-13 -304
Bowling Green (D 2)—Pop. 5,222.				
<i>Daily Newspapers.</i>				
Sentinel-Tribune□..Rep..Eve ex Su.....	\$ 1,881	.20	.08 B	7-13 -308
<i>Weekly Publications.</i>				
Democrat..Dem..Fri	© 2,650	.15	.15 F	7-13 -304
Bucyrus (F 3)—Pop. 8,122.				
<i>Daily Newspapers.</i>				
Forum..Dem..Eve ex Su.....	—	.10	.10 F	6-13 -280
Telegraph..Rep..Eve ex Su.....	\$ 1,923	.12	.08 B	7-13 -287
Cambridge (H 4½)—Pop. 11,327.				
<i>Daily Newspapers.</i>				
Jeffersonian..Ind-Dem..Eve ex Su.....	\$ 5,918	.22	.18 B	7-13 -280
Times□..Rep..Eve ex Su.....	\$ 2,142	.10	.06 B	7-13 -280
Canal Dover (H 3½)—Pop. 6,621.				
<i>Daily Newspapers.</i>				
Reporter..Ind..Eve ex Su.....	© 3,341	.10	.10 F	7-13 -304
Canton (J 3)—Pop. 50,217.				
<i>Daily Newspapers.</i>				
News□..Ind-Dem..Eve ex Su.....	\$ 11,555	.21	.21 F	7-13 -308
Su Morn21	.21 F	7-13 -308
Repository□..Rep..Eve ex Su.....	\$ 16,081	.42	.21 I	7-13 -308
Su Morn	\$ 13,123	.42	.21 I	7-13 -308
<i>Monthly Publications.</i>				
Roller Monthly..Lit..M	© 12,000	1.00		2-11 - 77
Min. rate 1 in. mo. 1 yr. .60 inch.				
Today's Magazine for Women..Lit & Fam..M..	© 822,154	49.00		4-13½-200
Min. rate 1 p. 1 tl. \$2,400.00.				
Circulation, net monthly edition, or rebate, guaranteed by To-Day's Magazine.....				800,000
Carey (E 2½)—Pop. 2,225.				
<i>Monthly Publications.</i>				
Poultry Record..Poultry..M	© 17,350	1.68	1.68 F	3-13 -140
Celina (B 3½)—Pop. 3,493.				
<i>Daily Newspapers.</i>				
Standard..Dem..Eve ex Su.....	\$ 1,200	.06	.06 F	7-13 -304
Chillicothe (F 6)—Pop. 14,508.				
<i>Daily Newspapers.</i>				
News Advertiser..Dem..Eve ex Su.....	\$ 2,423	.12	.08 E	7-13 -280
Scioto Gazette□..Rep..Eve ex Su.....	\$ 2,265	.12	.08 B	7-13 -304
<i>Weekly Publications.</i>				
Scioto Gazette□..Rep..Fri	© 4,450	.20	.15 B	7-13 -304

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
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 average circulation for six months ending September 30, 1914, unless otherwise noted.

OHIO—Continued.

Cincinnati (B 6)—Pop. 363,591.

Daily Newspapers.

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
{ Abend Presse (Ger)..Ind..Eve ex Su..... }	_____	1.40	.70 G	7-13 -273
{ Freie Presse (Ger)..Rep..Morn ex Su..... }	_____	1.12	.56 G	7-13 -273
{ Sonntagsblatt (Ger)..Ind..Su Morn..... }	_____	1.75	.84 G	7-13 -273
Commercial-Tribune □ ..Rep..Morn ex Su..... }	\$ 53,134	1.96	1.26 G	8-13 -308
Su Morn		2.52	1.68 G	8-13 -308
Enquirer □ ..Dem..Morn ex Su..... }	\$ 52,580	2.80	1.68 G	8-13 -308
Su Morn		3.50	3.50 F	8-13 -308
Live Stock Record □ ..Live Stock				
Eve ex Tu, Sat & Su.....	© 2,400			5-13 -252
Post □ ..Ind..Eve ex Su..... }	\$ 194,847	2.66	2.38 G	8-12 -310
Times-Star □ ..Rep..Eve ex Su..... }	\$ 145,376	2.80	1.96 O	8-13 -305
{ Volksblatt (Ger)..Ind..Rep..Morn ex Su..... }	_____	1.40	.70 L	7-13 -280
{ Westliche Blatter (Ger)..Ind..Rep..Su Morn }	_____	1.40	.70 L	7-13 -280

Weekly Publications.

American Israelite (Jewish)..Ind..Thur.....	_____	2.10	1.57½ A	7-13 -301
Billboard..Amusement..Tu	© 35,000	3.50	3.50 F	4-13 -175
Catholic Telegraph □ ..Cath..Thur	© 10,500	1.00	.60 N	6-14 -280
Christian Leader..Disciple..Tu	_____	1.40	1.40 F	4-13 -196
† Jacobs & Co., Clinton, S. C., guarantee 14,000 circulation.				
Christian Standard..Chr..Sat	© 40,000	2.80	2.80 F	4-13½ -170
† Christian Standard enjoys the largest circulation of any denominational weekly. Reaching the homes, and very heart life of an independent, liberty-loving, industrious, open-minded, religious people—in other words, good prospects for any product for home or personal use.				
Christliche Apologete (Ger)..Meth..Wed.....	_____	1.40	1.40 F	3-13½ -157
Classmate..Meth S S..Sat.....	_____	21.00	21.00 F	4-13½ -200
(Dated also at New York City.)				
Corriere dell' Ohio (Ital)..Ind.....	© 5,000			7-13½ -294
Der Deutsche-Ungarischer Bote (Ger & Hun)				
Rep..Thur	_____	.98	.49 L	7-13 -280
Enquirer □ ..Dem..Thur	_____	1.40	1.40 F	8-13 -308
Herald & Presbyter..Presb..Wed.....	* 22,780	2.10	1.75 A	3-14 -165
† Herald and Presbyter—largest distinctively Presbyterian paper published, circulating entirely in the Middle West.				
Journal & Messenger..Bap..Thur	* 9,200	1.40	.98 A	3-15 -154
† Representative Baptist publication of the Middle West.				
Lookout..Chr..Sat	© 121,000	5.60	5.60 F	3-14 -160
† The Lookout reaches every Sunday more than 125,000 progressive, advanced scholars in Christian Church Sunday Schools. They are enthusiastic and tremendously successful, good buyers of things for home or personal use.				
Sportsman's Review..Sports..Sat	_____			4-13½ -172
1-16 p. 1 tl. \$7.50. Min. rate 1 p. wkly. 1 yr. \$50.00 page.				
Volksblatt (Ger)..Ind-Rep..Tu	_____	1.40	.70 L	7-13 -280
Western Christian Advocate..Meth..Wed.....	_____	2.80	2.80 F	3-13½ -157

Monthly Publications.

Adult Bible Class Monthly..Meth..M.....	_____			2-15 -112
(Dated also New York City.)				
¼ p. 1 tl. \$6.25 flat.				
American Building Association News				
Bldg Assn..M	_____			2-14 -112
1-16 p. mo. 1 yr. \$7.50 insn. Min. rate 1 p. mo. 1 yr. \$100.00 insertion.				
American Machine & Tool Record..M.....	_____			1-21 - 80
¼ p. 1 tl. \$10.00. Min. rate 1 p. mo. 1 yr. \$22.25 insn.				
American Chauffeur □ ..Technical..M	© 14,900	2.80		2-18 -125
Min. rate 1 p. 1 tl. \$50.00.				
American Home Missionary..Missionary..M.....	_____	1.40		2-14 -105
Min. rate 1 p. 1 tl. \$18.00.				

† Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
 † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

OHIO—Continued.

Cincinnati—Continued.

Monthly Publications.

Christian Sunday School Lesson Books:
(Standard Series.)

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Bible Lesson Quarterly..... Home Department Quarterly..... Intermediate Quarterly..... Junior Bible Quarterly..... Primary Teachers' Quarterly..... Teachers' Quarterly..... Timely Suggestions.....				
Min. rate ¼ p. 1 tl. \$50.00.				
Club Woman's Magazine..Women's Club..M.....	—			2-12 -112
¼ p. 1 tl. \$12.00. Min. rate 1 p. mo. 1 yr. \$24.00 insn.				
Confectioners' Review..Trade..M.....	—			3-15 -147
¼ p. 1 tl. \$6.00. Min. rate 1 p. mo. 1 yr. \$25.00 insn.				
Eclectic Medical Journal..Med..M.....	© 3,700			1-27 -105
¼ p. 1 tl. \$2.50. Min. rate 1 p. mo. 1 yr. \$12.50 insn.				
Express Gazette..Express Service..M.....	© 17,500	3.00		3-15½-135
Min. rate 1 p. mo. 1 yr. \$16.67 insertion.				
Five & Ten Cent Store Magazine & Variety Review				
Trade..M.....	© 6,828			2-16 -119
¼ p. 1 tl. \$7.00. Min. rate 1 p. mo. 1 yr. \$20.00 insn.				
Furniture Worker..Furniture S-M.....	© 5,000			2-21½-140
¼ p. 1 tl. \$4.00. Min. rate 1 p. mo. 1 yr. \$20.00 insn.				
Gas Engine..Tech..M.....	© 10,130	7.00		2-16 -115
Min. rate 1 p. mo. 1 yr. \$50.00 insertion.				
Haus & Herd (Ger)..Agrl..M.....	—	1.40	1.40 F	2-16 -112
Home & Country..Cath..Lit..M.....	—	7.00		4-13 -200
Min. rate 1 p. 1 tl. \$300.00.				
Honk Honk..Motoring..M.....	—			2-16 -112
¼ p. 1 tl. \$3.00. Min. rate 1 p. 1 yr. \$12.50 insertion.				
International Moulders' Journal..Labor..M.....	—	10.50		2-13 -105
Min. rate 1 p. mo. 1 yr. \$45.00 insertion.				
Jewelers' Journal..Jewelry..M.....	—			3-14 -140
1-16 p. 1 tl. \$2.00. Min. rate 1 p. mo. 1 yr. \$20.00 insn.				
Methodist Review..Relig..Bi-M.....	—			2-13½-112
(Dated also New York City.) ¼ p. 1 tl. \$7.50 flat.				
Methodist Sunday School Lesson Books: (Dated also New York City.) Berean Series.				
Home Department Quarterly.....	—	7.00	7.00 F	2-15 -100
(Covers Only.)				
Illustrated Lesson Quarterly.....	—	8.40	8.40 F	2-15 -100
(Covers Only.)				
Intermediate Lesson Quarterly.....	—	35.00		2-15 -100
(Covers Only.) Min. rate ¼ p. 1 tl. \$100.00.				
Senior Lesson Quarterly.....	—	28.00	28.00 F	2-15 -100
(Covers Only.)				
Missionary Intelligencer..Chr..M.....	© 13,350			2-13 -108
¼ p. 1 tl. \$7.00. Min. rate 1 p. 1 tl. \$25.00.				
Nature & Culture..Nature Study..M.....	—			1-21 - 77
¼ p. 1 tl. \$5.00. Min. rate 1 p. 1 tl. \$25.00.				
Orpington Magazine..Poultry Quarterly.....	—			2-13 -105
Saxby's Magazine..Lit..M.....	—	3.50		2-15 -112
Min. rate ¼ p. 1 tl. \$6.25.				
Signs of the Times..Publicity..M.....	© 9,300	1.96		4-13 -175
Min. rate 1-16 p. mo. 1 yr. \$4.20 insertion.				
Spokesman..Trade..M.....	© 5,000	6.00		2-21½-140
Min. rate 1 p. mo. 1 yr. \$41.67 insertion.				
Starchroom Laundry Journal..Trade..M.....	—	3.10		2-24 -150
Min. rate 1 p. mo. 1 yr. \$21.00 insertion.				
Sunday School Journal..Meth..M.....	—	14.00		2-15 -112
(Dated also New York City.) Min. rate ¼ p. 1 tl. \$37.50.				

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
 † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
 are explained on pages 2 and 8. Sworn circulation statements in bold face type. Each rating is the
 average circulation for six months ending September 30, 1914, unless otherwise noted.

OHIO—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Cincinnati—Continued.				
Yearly Publications.				
Freie Presse Volks Kalender (Ger)..Family.....	_____			2-16 -112
¼ p. \$15.00. 1 p. \$40.00.				
Volksblatt Familien Kalender (Ger)..Family.....	_____			2-16 -112
¼ p. 1 tl. \$15.00. Min. rate ¼ p. 1 tl. \$25.00.				
Circleville (F 5½)—Pop. 6,744.				
Daily Newspapers.				
Herald..Dem..Eve ex Su.....	_____	.25		6-13 -273
Min. rate 1 in. daily 1 yr. \$10.00.				
Union Herald..Rep..Eve ex Su.....	_____	.15	.10 I	6-13 -273
Cleveland (H 1½)—Pop. 560,663.				
Daily Newspapers.				
American (Boh)..Ind..Eve ex Su, also Su Morn..	_____	.50	.35 N	7-13 -287
Jewish World (Yiddish)..Eve ex Sat.....	_____	.60	.60 F	7-13 -280
{ Leader..Rep..Morn ex Su.....	{ \$ 70,466	2.24	1.68 L	8-12½-300
{ Su Morn	{ \$ 86,093	2.80	2.10 L	8-12½-300
{ News..Ind..Eve ex Su.....	{ \$ 112,171	2.52	1.96 L	8-12½-300
Plain Dealer□..Ind-Dem..Morn ex Su.....	\$ 132,066	2.80	2.10 E	8-12½-298
Su Morn	\$ 155,282	3.36	2.38 E	8-12½-298
¶ The Plain Dealer's circulation, in quantity, is by far the largest net paid Morning and Sunday newspaper circulation between New York and Chicago and in Cleveland and its retail trading area, a radius of thirty-five to forty miles, the Plain Dealer's net paid circulation is double that of any other Cleveland Morning and Sunday newspaper.				
IN QUALITY,				
Includes the great salaried and wage earning element without whose support no advertising campaign can succeed.				
IN LOCALITY,				
Lies more than ninety-eight per cent within a radius of one hundred miles — ninety-one per cent within a radius of sixty-five miles and seventy-five per cent within a radius of thirty-five miles of Cleveland, Sixth City and growing.				
Federal statement for period from April 1 to October 1, 1914; Daily, 132,066; Sunday, 155,282.				
Press□..Ind..Eve ex Su.....	\$ 177,205	2.52	2.24 G	8-12 -310
Svet (Boh)..Ind..Morn ex Su.....	_____	.40	.30 I	7-13 -280
Szabadsag (Hun)□..Ind..Morn ex Su.....	\$ 30,047	.84	.56 L	8-12½-294
Wachter und Anzeiger (Ger)..Ind..Dem				
Eve ex Su.....	}	.98	.60 N	7-13 -301
Su Morn				7-13 -301
¶ Cleveland is the sixth largest city in the United States. Including its suburbs, it has a population of over 700,000. According to the United States Census, Cleveland is 75 per cent foreign. A majority of this large foreign element are German speaking people. The Wachter und Anzeiger is the only German Daily and Sunday newspaper published in Cleveland. It carries the advertising of the most prominent Cleveland merchants.				
Howard C. Story, Representative, Philadelphia New York Chicago				
Weekly Publications.				
Abel's Photographic Weekly..Photo..Sat.....	© 3,300	2.50		2-15 -112
Min. rate ¼ p. 1 tl. \$7.50.				
Amateur Photographer's Weekly..Photo..Fri...©	5,500	2.50		2-16 -112
Min. rate ¼ p. 1 tl. \$7.50.				
Catholic Universe□..Cath..Fri	© 38,270	2.10	1.40 A	7-13 -287
Christliche Botschafter (Ger)..Evan..Sat.....	* 16,000	2.10		3-14 -154
Min. rate 1 in. wkly. 52 tl. \$1.47 inch.				
Citizen..Labor..Sat	_____	1.00	.50 N	7-13 -280

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OHIO—Continued.

Cleveland—Continued.

Weekly Publications.

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Evangelical Messenger..Evan..Wed	© 13,000	1.40		3-14 -154
Min. rate 1 in. wkly. 52 tl. .98 inch.				
Finance..Finan..Sat	—	1.50		3-16½-154
Min. rate 1,287 inches in 1 yr. .75 inch.				
Hlas (Slovak)..Ind..Wed	© 9,875	.50	.20 E	6-13 -276
Iron Trade Review..Trade..Thur.....	—			3-13 -140
1-16 p. 1 tl. \$5.30. Min. rate 1 p. wkly. 1 yr. \$31.10 insm.				
Jewish Independent (Jewish)..Non-Part..Fri....	—	.77	.42 M	5-13 -252
Magyarok Vasarnapja (Hun)□..Cath..Thur ...	© 6,500	.35	.35 F	7-13 -280
Narodowlec (Polish)□..Ind..Thur	© 6,250	.55	.25 N	6-13 -301
Nationale Gazette (Ger)□..Ind..Thur.....*	8,000			7-13½-294
(Neue Heimat was consolidated with Nationale Gazette August, 1914.)				
Ohio Farmer..Agrl..Sat	© 127,199	8.40	8.40 F	4-13 -192
Polonia w Ameryce (Pol)..Rep..Thur.....	—	.50	.25 B	6-13 -280
Sendbote (Ger)..Bap..Wed	© 7,996	.60*		4-13½-189
Min. rate 1 in. 27 tl. .30 inch.				
Stimme der Wahrheit (Ger)..Cath..Thur.....				
(See Detroit, Mich., for circulation and rates.)				
Town Topics..Ind..Sat	* 7,500	1.50	1.00 D	4-12 -161
Voce del Popolo Italiano (Ital)..Non-Part..Fri..	—	.90	.50 N	7-13 -301
Volksfreund und Arbeiter Zeitung (Ger)□..Socl Sat	© 4,500	.35	.35 F	7-13½-280

Monthly Publications.

Auto Era..House Organ..M	© 12,000			2-14½-112
½ p. 1 tl. \$30.00. Min. rate 1 p. 1 tl. \$50.00.				
Automobile Builder..Trade..M	* 6,000			1-20 - 77
Dongo (Hun)..Lit..S-M	—	1.15	1.15 F	3-13½-140
Evangelical S. S. Teacher..Evan..M.....	—	1.40	1.40 F	2-13 -108
Evangelische Magazin (Ger)..Evan..M.....*	11,000	2.10	2.10 F	2-14 -105
Expositor & Current Anecdotes..Relig..M.....	© 14,250	5.60		2-16 -112
Min. rate 1 p. mo. 1 yr. \$32.00 insertion.				
† Expositor is a magazine devoted exclusively to work of Ministers of the Gospel, whose special requirements are many.				
Fordowner..Motoring..M				
(Moved to Milwaukee, Wis., about Jan. 1, 1915.)				
Foundry..Foundry..M	—			3-13½-140
½ p. 1 tl. \$12.00. Min. rate 1 p. mo. 1 yr. \$51.00 insm.				
Ken Motor□..Motoring..M	—	3.00		3-16½-168
Min. rate 1 p. mo. 1 yr. \$89.00 insertion.				
Locomotive Engineers' Journal..Frat..M.....	—	12.00		2-13½-112
Min. rate 1 p. mo. 1 yr. \$66.67 insertion.				
Marine Review..Marine..M	—			3-13½-140
½ p. 1 tl. \$12.00. Min. rate 1 p. mo. 1 yr. \$51.00 insm.				
Ohio Architect, Engineer & Builder..Tech..M....	—			2-15 -112
1-16 p. mo. 1 yr. \$3.00 insertion. Min. rate ½ p. mo. 1 yr. \$18.67 insertion.				
Power Boating..Motoring..M	—			2-20 -129
1-16 p. 1 tl. \$7.50. Min. rate 1 p. mo. 1 yr. \$68.00 insm.				
Railroad Trainmen..Labor..M	© 131,666	24.00		2-15 -112
Min. rate 1 p. mo. 1 yr. \$133.33 insertion.				
Railway Post Office□..Postal Service..M.....	© 14,500	2.00		3-13 -127
Min. rate 1 p. mo. 1 yr. \$27.08 insertion.				

Yearly Publications.

{ Christian Family Almanac..Relig & Fam.....*	9,500			2-13½- 98
{ Chr. Familien Kalender (Ger)..Relig & Fam..*	14,500			2-13½- 98
1 p. 1 tl. \$40.00.				
Sauerampfer Kalender..Family	—			2-13 -110
½ p. 1 tl. \$9.00. 1 p. 1 tl. \$36.00.				

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OHIO—Continued.

Columbus (E 4½)—Pop. 181,511.

Daily Newspapers.

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Citizen☐...Ind...Eve ex Su.....	\$ 66,212	1.19	1.05 G	8-12½-305
Dispatch☐...Ind...Eve ex Su.....	\$ 70,383	2.10	1.19 L	8-13 -300
Su Morn	\$ 65,699	2.10	1.19 L	8-13 -300
{ Express Westbote (Ger)...Ind...Eve ex Su.... }	—	1.05	.42 L	7-13 -285
{ Sonntagegast (Ger)...Ind...Su Morn..... }	—	1.05	.42 L	7-13 -285
Journal☐...Rep...Morn ex Su.....	⊙ 54,114	2.10	.98 L	8-13 -304
Su Morn	⊙ 31,230	2.10	.98 L	8-13 -304

¶ This metropolitan, influential and progressive publication reaches the best homes in this wealthy section of Ohio.

Reporter...Legal...Morn ex Su.....	⊙ 9,195	.60	.60 F	5-13 -242
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Weekly Publications.

Catholic Columbian...Cath...Fri	—	1.56	1.24½I	7-13 -290
¶ Jacobs & Co., Clinton, S. C., guarantee 15,600 circulation.				
Express (Ger)...Rep...Sat	—	1.05	.42 L	7-13 -285
Liberal Advocate☐...Liquor...Wed	⊙ 7,324	.80		6-13 -273
Min. rate 1 in. wkly. 1 yr. .54 inch.				
Lutheran Standard...Luth...Sat	—	1.50		2-20 -133
Min. rate 3 inches wkly. 1 yr. .32 inch.				
Lutherische Kirchenzeitung (Ger)...Luth...Sat....	—	1.50		2-20 -133
Min. rate 3 inches wkly. 1 yr. .32 inch.				
Ohio Waisenfreund (Ger)...Cath...Wed.....	—	3.00		4-13½-192
Min. rate 1 in. wkly. 1 yr. \$2.40½ inch.				
Times...Dem...Sat	* 5,000	.65	.31½L	6-13 -280
Westbote (Ger)...Dem...Tu & Fri.....	—	1.05	.42 L	7-13 -285

Monthly Publications.

Advertising World☐...Advertising...M	* 3,325	4.20		2-16 -112
Min. rate 1 p. mo. 1 yr. \$32.00 insertion.				
American Insurance Journal...Frat-Ins...M.....	* 40,000	1.80	1.80 F	4-13 -224
Business Educator...Educ...M ex July & August.*	12,488	2.00		3-13½-133
Min. rate 1 p. mo. 1 yr. \$24.00 insertion.				
Columbus Medical Journal...Home Med...M.....	* 7,500	3.60		2-15 -112
Min. rate ¼ p. mo. 1 yr. \$9.45 insertion.				
Feeder...Live Stock...S-M	—	1.40		3-16 -140
Min. rate ¼ p. a-mo. 1 yr. \$3.75 insertion.				
Hunter-Trader-Trapper...Sports...M	* 85,000	5.00	5.00 F	2-16 -112
Knight of St. John...Frat...B-M.....	—	1.00		4-13½-182
Min. rate 1 p. 1 tl. \$30.00.				
Locomotive Firemen & Enginemen's Magazine				
Frat...M	—	6.30		2-16 -112
Min. rate ¼ p. 1 tl. \$30.00.				
National Guard Magazine...Military...M.....	⊙ 30,000	3.00		3-16 -140
Min. rate 1 p. mo. 1 yr. \$45.00 insertion.				
Ohio Educational Monthly...Educ...M	—	2.00		2-14½-108
Min. rate 1 p. mo. 1 yr. \$7.50 insertion.				
Ohio Endeavorer☐...Chr Endr...M.....	* 6,600			3-21 -147
1-16 p. 1 tl. \$3.00. Min. rate ¼ p. mo. 6 mos. \$3.75 insn.				
Ohio Journal of Commerce☐...Coml...S-M.....	⊙ 5,600	1.00		3-15 -147
Min. rate 1 p. mo. 1 yr. \$21.00 insertion.				
Ohio Sunday School Worker...S S...M.....	—	2.00		2-15 -106
Min. rate 1 in. mo. 1 yr. \$1.50 inch.				
Sales Agent...Tailoring...M	—			2-14 -105
1 p. 1 tl. \$50.00 flat.				
Sample Case...Coml...M	⊙ 48,126	5.75		2-15 -112
Min. rate 1 p. mo. 1 yr. \$63.54 insertion.				

Yearly Publications.

Express-Westbote Familien Kalender (Ger)...Fam	—			2-16 -115
¼ p. \$3.75. 1 p. \$5.00.				
Waisenfreund Kalender (Ger)...Fam.....	—			2-20 -136
¼ p. \$5.00. 1 p. \$30.00.				

⊙ Government statement—See page 5. *Gross circulation. ⊙Net circulation. ☐ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

OHIO—Continued.

Conneaut (K 1)—Pop. 8,319.

Daily Newspapers.

	1 time rate per inch	Minimum rate per inch	Number of columns, width and length
News-Herald...Rep...Eve ex Su..... \$ 2,434	.15	.08 I	7-13 -294

Coshooton (H 4)—Pop. 9,603.

Daily Newspapers.

Times-Age□...Rep...Eve ex Su..... \$ 4,032 (The Daily Times and Daily Age consolidated March 16, 1914.)	.20	.14 I	7-13 -290
Tribune□...Ind...Morn ex Mon..... © 4,085	.12½	.12½ F	7-13 -282
Su Morn © 4,106	.12½	.12½ F	7-13 -282

† Tribune's circulation is net paid, 98% home delivered. No premiums. It's the popular and leading newspaper in this field.

Dayton (C 5)—Pop. 116,577.

Daily Newspapers.

Gross-Daytoner Zeitung (Ger)□...Ind-Dem Eve ex Su..... \$ 2,600			7-13 -311
Herald□...Ind...Eve ex Su..... © 22,710	.84	.49 G	7-13 -300
Journal□...Rep...Morn ex Su..... © 22,448	.84	.49 G	7-13 -300
Su Morn © 24,488	1.12	.63 G	7-13 -300

† Advertisers using the Journal-Herald combination can cover Dayton, Ohio, and the rich, thickly populated surrounding territory more effectively, with less duplication and at a lower cost than any city in the country of the importance of Dayton can be covered—combined circulation over 50,000, combination rate 6c per line, reaching over 95 per cent of newspaper readers in the trading radius.

Combination rate permits use of daily issues of Herald and Journal, or Daily Herald and Sunday Journal. Both papers members A. B. C. John M. Branham Co., Publishers' Representatives.

News□...Dem...Eve ex Su..... © 24,147	.63	.63 F	7-13 -301
Su Morn © 14,271	.63	.63 F	7-13 -301

Weekly Publications.

Country Life in the Miami Valley□...Agrl...Thur© 12,772	.28	.28 F	4-15 -217
Herald of Gospel Liberty...Chr...Thur.....* 5,938	.60		3-15 -154
Min. rate 1 p. wkly. 1 yr. \$16.17 insertion.			

Religious Telescope...U Breth...Wed.....* 28,500	2.24	1.96 A	3-14 -155
† Official family paper of the United Brethren Church.			

Watchword...U Breth...Sat* 42,500	2.52	2.10 A	3-14 -147
† Official Y. P.'s paper of the United Brethren Church.			

Monthly Publications.

Better Roads & Streets...Civic...M © 16,000			2-22½-154
½ p. 1 tl. \$15.00. Min. rate 1 p. mo. 1 yr. \$90.00 insm.			

Choir Herald...Musical...M } Choir Leader...Musical...M } © 47,000	5.04	4.03 I	2-16½-112 2-16½-112
† Write Jacobs & Co., Clinton, S. C., for full information.			

Otterbein Teacher...U Breth...M.....* 12,208	1.68		2-16 -112
Min. rate 46 inches in 1 yr. \$1.40 inch.			

Pleasant Pastimes...Hobbies...Bi-M © 21,500			2-15 -105
(Post Card Monthly was consolidated with Pleasant Pastimes.)			

United Brethren Sunday School Lesson Books:
(Otterbein Series.)

{ Adult Quarterly } * 22,200	1.68	1.68 F	2-16 -112
{ Home Department Quarterly } * 15,300	1.40	1.40 F	2-16 -112
{ Intermediate Quarterly..... } * 70,600	4.90	4.90 F	2-15 -100
{ Senior Quarterly } * 167,500	10.50	10.50 F	2-16 -112

Young Catholic Messenger...Juv-Cath...S-M.....	3.50	2.80 A	3-13½-154
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Defiance (C 2)—Pop. 7,327.

Daily Newspapers.

Crescent-News...Ind-Dem...Eve ex Su..... \$ 1,883	.10	.06 B	7-13 -308
Express...Rep...Eve ex Su.....	.09	.09 F	6-13 -280

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OHIO—Continued.

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Hamilton (B 6)—Pop. 35,279.				
<i>Daily Newspapers.</i>				
Journal□...Dem...Eve ex Su.....	\$ 4,013	.25	.16 B	7-13 -280
‡ Best daily paper in one of Ohio's most prosperous cities. Reprs., G. Logan Payne Co., New York, Chicago, Boston.				
Republican-News□...Rep...Eve ex Su.....	\$ 6,173	.25	.16 B	7-13 -297
‡ Republican-News guarantees largest circulation of any paper published in Butler Co. Leads in local and foreign advertising.				
Ironton (F 7½)—Pop. 13,147.				
<i>Daily Newspapers.</i>				
Irontonian...Dem...Morn ex Mon.....	\$ 2,700	.20	.06 N	7-13 -283
Register□...Rep...Eve ex Su.....	⊙ 2,400	.20	.10 N	7-13 -294
<i>Weekly Publications.</i>				
Irontonian...Dem...Tu & Fri.....	⊙ 2,900	.15	.08 L	7-13 -283
Register□...Rep...Tu & Fri.....	⊙ 3,325	.20	.10 N	7-13 -294
Kenton (D 3)—Pop. 7,185.				
<i>Daily Newspapers.</i>				
Democrat...Dem...Eve ex Su.....	—	.10	.08 N	6-13 -276
News-Republican...Rep...Eve ex Su.....	\$ 3,024	.12	.08 B	7-13 -290
Lancaster (F 5)—Pop. 13,093.				
<i>Daily Newspapers.</i>				
Eagle...Dem...Eve ex Su.....	\$ 3,779	.10	.08 N	7-13 -280
Gazette...Rep...Eve ex Su.....	\$ 3,000	.15	.10 I	6-13 -280
Lima (C 3)—Pop. 30,508.				
<i>Daily Newspapers.</i>				
News□...Ind...Eve ex Su.....	\$ 9,063	.28	.22 I	7-13 -280
Su Morn	\$ 9,063	.28	.22 I	7-13 -280
‡ The Lima News reaches 90 per cent of Lima's homes—60 per cent of rural route homes.				
Republican-Gazette□...Rep...Morn ex Mon.....	\$ 5,125	.15	.12 B	7-13 -301
Times-Democrat□...Dem...Eve ex Su.....	⊙ 4,650	.25	.18 I	7-13 -304
<i>Weekly Publications.</i>				
Republican-Gazette□...Rep...Tu & Fri.....	⊙ 3,000	.15	.12 B	7-13 -301
Lisbon (K 3)—Pop. 3,084.				
<i>Daily Newspapers.</i>				
Journal...Rep...Eve ex Su.....	* 900	.08	.05 N	7-13 -308
London (E 5)—Pop. 3,530.				
<i>Weekly Publications.</i>				
Democrat...Dem...Tu & Fri.....	⊙ 5,118	.16‡	.16‡F	7-13 -280
Lorain (G 1½)—Pop. 28,863.				
<i>Daily Newspapers.</i>				
News...Dem...Eve ex Su.....	\$ 4,112	.16	.13 B	7-13 -280
Times-Herald□...Rep...Eve ex Su.....	\$ 5,100	.18	.14 E	7-13 -280
McConnelsville (H 5½)—Pop. 1,831.				
<i>Daily Newspapers.</i>				
Herald...Rep...Eve ex Su.....	\$ 1,000	.08	.08 F	6-13 -273
<i>Weekly Publications.</i>				
Democrat...Dem...Fri	⊙ 2,850	.10	.10 F	7-13 -308

‡ Government statement—See page 5. * Gross circulation. ⊙ Net circulation. □ Can use matrices.
‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
average circulation for six months ending September 30, 1914, unless otherwise noted.

OHIO—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Mansfield (F 3)—Pop. 20,768.				
<i>Daily Newspapers.</i>				
News☐...Rep..Eve ex Su.....	\$ 7,069	.21	.16 B	7-13 -280
¶ The News reaches 95% of Mansfield homes. Carries practically all the local advg. Circulation books open to all.				
Shield☐...Dem..Eve ex Su.....	\$ 3,556	.12½	.12½ F	8-13 -297
Marietta (J 5½)—Pop. 12,923.				
<i>Daily Newspapers.</i>				
Journal☐...Ind-Rep..Eve ex Su.....	\$ 3,896	.20	.12 B	7-13 -280
Register-Leader...Rep..Eve ex Su.....	—	.12	.12 F	7-13 -280
Times☐...Dem..Eve ex Su.....	© 3,243	.25	.12 A	7-13 -276
Marion (E 3)—Pop. 18,232.				
<i>Daily Newspapers.</i>				
Star☐...Rep..Eve ex Su.....	© 6,572	.25	.15 B	7-13 -294
Tribune☐...Dem..Eve ex Su.....	\$ 4,281	.25	.12 N	7-13 -287
Martin's Ferry (K 4)—Pop. 9,133.				
<i>Daily Newspapers.</i>				
Times☐...Ind-Rep..Eve ex Su.....	\$ 5,069	.17	.13 B	7-13 -290
Marysville (E 4)—Pop. 3,576.				
<i>Daily Newspapers.</i>				
Tribune...Rep..Eve ex Su.....	\$ 1,073	.10	.10 F	6-13 -276
<i>Weekly Publications.</i>				
Tribune...Rep..Wed	© 2,232	.15	.15 F	6-13 -276
Massillon (H 3)—Pop. 13,879.				
<i>Daily Newspapers.</i>				
Independent☐...Rep..Eve ex Su.....	\$ 5,513	.20	.14 N	7-13 -294
Medina (H 2)—Pop. 2,734.				
<i>Monthly Publications.</i>				
Gleanings in Bee Culture☐...Apilary..S-M.....	\$ 21,004	2.80		2-14½-112
Min. rate 1 p. 1 tl. \$40.00.				
Middletown (C 5½)—Pop. 13,152.				
<i>Daily Newspapers.</i>				
Journal☐...Rep..Eve ex Su.....	\$ 2,726	.10	.10 F	7-13 -280
News-Signal☐...Dem..Eve ex Su.....	\$ 4,240	.20	.10 B	7-13 -280
Mt. Vernon (G 4)—Pop. 9,087.				
<i>Daily Newspapers.</i>				
Banner...Dem..Eve ex Su.....	© 2,053	.20	.08 N	6-13 -280
Republican-News...Rep..Eve ex Su.....	\$ 2,268	.10	.07 B	7-13 -286
<i>Weekly Publications.</i>				
Democratic Banner...Dem..Tu & Fri.....	© 3,514	.40	.12 N	7-13 -280
Republican-News...Rep..Tu & Fri.....	© 3,110	.11	.08 B	7-13 -280
Napoleon (C 2)—Pop. 4,007.				
<i>Weekly Publications.</i>				
Northwest News...Dem..Thur	© 2,746	.10	.10 F	7-13 -301
Newark (G 4)—Pop. 25,404.				
<i>Daily Newspapers.</i>				
Advocate☐...Dem..Eve ex Su.....	\$ 5,571	.15	.12 B	7-13 -280
American-Tribune☐...Rep..Eve ex Su.....	\$ 5,412	.18	.10 I	7-13 -280

§ Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 8. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

OHIO—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
New Philadelphia (J 3½)—Pop. 8,542.				
<i>Daily Newspapers.</i>				
Times☐...Ind..Eve ex Su.....	\$ 3,325	.18	.10 B	7-13 -280
<i>Weekly Publications.</i>				
Ohio Democrat & Times☐...Ind..Thur.....	© 2,205	.10	.10 F	7-13 -280
Miles (K 2)—Pop. 8,861.				
<i>Daily Newspapers.</i>				
News..Rep..Eve ex Su.....	—	.25	.10 N	6-13 -276
Norwalk (F 2)—Pop. 7,858.				
<i>Daily Newspapers.</i>				
Reflector-Herald☐...Ind-Rep..Eve ex Su.....	\$ 4,036	.14	.10 N	6-13 -280
<i>Weekly Publications.</i>				
Experiment..Dem..Tu	© 3,000	.10	.08 N	6-13 -280
Painesville (J 1)—Pop. 5,501.				
<i>Daily Newspapers.</i>				
Telegraph-Republican..Rep..Eve ex Su.....	\$ 2,783	.14	.06 B	7-13 -280
Piqua (C 4)—Pop. 13,388.				
<i>Daily Newspapers.</i>				
Call☐...Rep..Eve ex Su.....	\$ 4,123	.15	.10 B	7-13 -287
Leader-Dispatch..Dem..Eve ex Su.....	\$ 2,450	.15	.10 N	7-13 -301
Pomeroy (G 6½)—Pop. 4,023.				
<i>Daily Newspapers.</i>				
News..Rep..Eve ex Su..... (Dated also Middleport, Ohio.)	\$ 1,188	.12	.12 F	6-13 -276
<i>Weekly Publications.</i>				
Tribune-Telegraph..Rep..Wed	© 2,500	.08	.08 F	6-13 -276
Portsmouth (E 7)—Pop. 23,481.				
<i>Daily Newspapers.</i>				
Star☐...Rep..Morn & Su ex Mon..... (First issue about Oct. 1, 1914.)		.18	.15 B	7-13 -294
Times☐...Dem..Eve ex Su.....	\$ 3,711	.20	.17 B	8-13 -308
Ravenna (J 2)—Pop. 5,310.				
<i>Weekly Publications.</i>				
Republican☐...Rep..Thur	© 3,600	.18	.18 F	7-13 -308
St. Mary's (C 3½)—Pop. 5,732.				
<i>Daily Newspapers.</i>				
Leader..Dem..Eve ex Su.....	\$ 1,650	.10	.07 B	6-13 -280
<i>Monthly Publications.</i>				
Creamery Patron..Dairying..M	* 4,000	.50	.35 I	4-13 -182
Salem (K 3)—Pop. 8,943.				
<i>Daily Newspapers.</i>				
Herald..Dem..Eve ex Su.....	—	.15	.08 E	7-13 -280
News☐...Rep..Eve ex Su.....	\$ 2,101	.10	.07 B	7-13 -280

\$ Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices.
 † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
 are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
 average circulation for six months ending September 30, 1914, unless otherwise noted.

OHIO—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Sandusky (F 1½)—Pop. 19,989.				
<i>Daily Newspapers.</i>				
Register☐...Ind-Rep..Morn & Su.....	\$ 4,801	.14	.11 B	7-13 -301
¶ Sworn Postoffice statement October, 1914, net paid average, 4,801. Carries greatest volume local and foreign display, classified and readers. Goes to buying class in city; reaches 80 per cent of farmers in radius of twenty-five miles who own their homes.				
Star-Journal☐...Dem..Eve ex Su.....	\$ 5,590	.25	.14 I	7-13 -301
Shelby (F 3)—Pop. 4,903.				
<i>Daily Newspapers.</i>				
Citizen...Ind..Eve ex Su.....	\$ 1,330			6-13 -280
Globe...Non-Part..Eve ex Su.....	© 2,000	.06	.06 F	6-13 -287
Sidney (C 4)—Pop. 6,607.				
<i>Daily Newspapers.</i>				
Journal...Rep..Eve ex Su.....	—	.10	.10 F	7-13 -280
News...Ind..Eve ex Su.....	\$ 2,729	.12½	.06½ N	7-13 -280
<i>Weekly Publications.</i>				
Democrat...Dem..Fri	\$ 2,010	.17	.10 I	7-13 -280
Springfield (D 5)—Pop. 46,921.				
<i>Daily Newspapers.</i>				
News☐...Dem..Eve ex Su.....	© 12,168	.28	.28 F	7-13 -301
Su Morn	© 11,136	.28	.28 F	7-13 -301
Sun☐...Ind..Morn ex Su.....	© 12,541	.70	.28 C	7-13 -294
Su Morn	© 12,100	.70	.28 C	7-13 -294
¶ The Sun leads in city, rural and suburban circulation. Eight thousand daily in Springfield. Eighty-six per cent delivered direct to homes. Has led for eight years in local advertising. A. A. A. and Government Reports prove circulation supremacy.				
<i>Weekly Publications.</i>				
Implement Age☐...Trade..Sat	—	2.00		4-13½-168
Min. rate 1 p. wkly. 1 yr. \$38.00 insertion.				
<i>Monthly Publications.</i>				
American Magazine...Lit..M	© 402,316	28.00		3-13½-143
Min. rate 1 p. 1 tl. \$950.00.				
Family☐...Household..M	© 529,959	28.00	28.00 F	3-13½-140
¶ THE FAMILY is a home and story paper going into more than 500,000 homes each month. 117,000 of these homes are on rural routes—the balance is in towns under 5,000 population. Devoted chiefly to good, wholesome fiction, Fashion Departments, Culinary Departments, Fancy Work Departments, Young People's Departments. The circulation is guaranteed and will be proved for any advertiser upon request. Circulation is national, bulk of it in Central West. THE FAMILY is firmly established, and is one of the best known mail-order advertising mediums. Simmons Publishing Company, Matthew C. Young, President.				
Farm Engineering...Agrl..M				
(Moved to Chicago, Ill., Oct. 1, 1914.)				
Farm & Fireside...Agrl & Family..Fort..Sat...*	535,000	35.00		4-13½-200
Min. rate 14 2-7 inches or more in one issue \$31.50 inch.				

§ Government statement—See page 5. *Gross circulation. ©Net circulation. ☐ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

OHIO—Continued.

Springfield—Continued.

Monthly Publications.

	1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Farm News □...Agrl..M © 337,957 (Cir. rating is average for 6 mos. ending Oct. 30, 1914.) ‡ FARM NEWS is subscribed for and read in more than 400,000 farm homes, mostly located in the great Middle West among rich, prosperous farmers. The bulk of the circulation is in Ohio, Ind., Ill., Wis., Mich., Iowa, Mo., Kan. Every advertisement in FARM NEWS is guaranteed to our subscribers; therefore they have the utmost faith in everything advertised in its columns. FARM NEWS will not accept advertisements which it cannot conscientiously guarantee, and will not accept for advertising whiskey or tobacco in any form. FARM NEWS has presses capable of printing the finest three-color work. FARM NEWS is a real advertising bargain. The circulation is positively guaranteed, and will be proved at any time upon request. Simmons Publishing Company, Matthew C. Young, Pres.	22.40	22.40 F	3-13½-140
Household Journal & Floral Life □...Fam..M... © 232,300 Min. rate 1 p. 1 tl. \$370.00.	14.00		3-13½-140
Poultry Success ...Poultry..M © 50,500	3.50	2.35 C	3-13 -140
Woman's Home Companion ..Household..M.... © 786,647 Min. rate ¼ p. 1 tl. \$810.00.	63.00		4-13½-200

Steubenville (K 4)—Pop. 22,391.

Daily Newspapers.

Gazette □...Dem..Eve ex Su..... \$ 3,610	.25	.06 N	7-13 -280
Herald-Star ..Rep..Eve ex Su..... \$ 5,320	.25	.08 I	7-13 -301

Tiffin (E 2)—Pop. 11,894.

Daily Newspapers.

Advertiser ..Dem..Eve ex Su..... \$ 2,924	.25	.10 I	7-13 -280
Tribune & Herald ..Rep..Eve ex Su..... \$ 2,360	.12	.08 B	7-13 -308

Toledo (D 1)—Pop. 168,497.

Daily Newspapers.

Ameryka-Echo (Polish) □...Ind..Eve ex Su.... \$ 29,800	1.00	1.00 F	7-12 -294
Blade □...Ind-Rep..Eve ex Su..... \$ 45,044	2.10	1.12 L	8-13 -310
‡ The 2-cent home-delivered circulation of the Toledo Blade goes into practically every home of standing and purchasing power in Toledo and vicinity. Paul Block, Inc., Representatives, New York, Chicago, Boston, Detroit.			
Express (Ger) □...Rep..Eve ex Su..... \$ 7,362	.35	.25 B	7-13 -280
News-Bee □...Ind..Eve ex Su..... \$ 76,185	1.26	1.12 G	8-12½-310
Times □...Non-Part..Morn ex Su..... © 14,699	.56	.56 F	8-12½-305
Su Morn © 19,625	.56	.56 F	8-12½-305

‡ The Times is the only morning and Sunday newspaper published in the city of Toledo. The circulation of the Times is 16,000 daily and 19,000 Sunday. The Times is a member of the Audit Bureau of Circulations. I. S. Wallis & Son, Western Representatives, Chicago.

Weekly Publications.

Ameryka-Echo (Polish) □...Ind..Su © 160,000	2.00	2.00 F	7-12 -294
Blade □...Rep..Thur \$ 223,077	8.40	8.40 F	8-13 -310
‡ The Toledo Weekly Blade is circulated through over 20,000 postoffices to over 225,000 prosperous farmers and small town residents every week. No wonder it pays advertisers. Paul Block, Inc., Representatives, New York, Chicago, Boston, Detroit.			
Express (Ger) □...Rep..Wed ———	.35	.25 B	7-13 -280
Kuryer Katolicki (Polish) ..Dem..Thur ———	.50	.20 I	6-13 -280
Union Leader ..Labor..Sat ———	.50	.50 F	7-13 -280

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

OHIO—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Toledo—Continued.				
<i>Monthly Publications.</i>				
Dental Summary□...Dental..M.....©	7,465			2-16 -112
¼ p. 1 tl. \$5.00. Min. rate 1 p. mo. 1 yr. \$16.07 insm.				
Family Grocer..Grocery Trade..M.....©	5,391			2-18 -133
¼ p. 1 tl. \$6.00. Min. rate 1 p. 1 yr. \$12.50 insertion.				
Grocer & Butcher..Trade..S-M.....©	2,260			3-13 -136
¼ p. 1 tl. \$2.00. Min. rate 1 p. s.-mo. 1 yr. \$9.00 insm.				
<i>Yearly Publications.</i>				
Ameryka-Echo Almanac (Polish)..Family.....	—			3-12 -126
¼ p. 1 tl. \$10.00. Min. rate 1 p. \$30.00.				
Toronto (K 3½)—Pop. 4,271.				
<i>Daily Newspapers.</i>				
Tribune..Ind-Rep..Eve ex Su.....	—	.12		6-13 -280
Min. rate quoted on request.				
Troy (C 4½)—Pop. 6,122.				
<i>Daily Newspapers.</i>				
News□...Rep..Eve ex Su.....	\$ 1,606	.10	.07½ N	7-13 -280
Record..Rep..Eve ex Su.....	—	.05	.05 F	7-13 -300
<i>Weekly Publications.</i>				
Union□...Rep..Thur.....	© 3,850	.16	.12½ N	7-13 -280
Uhrichsville (J 4)—Pop. 4,751.				
<i>Daily Newspapers.</i>				
Chronicle□...Ind-Rep..Eve ex Su.....	—	.08	.07 B	7-13 -308
Upper Sandusky (E 3)—Pop. 3,779.				
<i>Daily Newspapers.</i>				
Chief..Dem..Morn & Eve ex Su.....	—	.10	.10 F	6-13 -276
Union Republican..Rep..Morn & Eve ex Su.....	—	.30	.07 I	6-13 -276
Urbana (D 4)—Pop. 7,739.				
<i>Daily Newspapers.</i>				
Citizen..Rep..Eve ex Su.....	\$ 2,917	.15	.10 B	7-13 -287
Democrat..Dem..Eve ex Su.....	\$ 5,000	.25	.15 I	7-13 -280
(Changed from tri-weekly to daily Nov. 16, 1914.)				
† The Daily Democrat guarantees double the paid circulation of any daily in Urbana and Champaign County.				
Van Wert (B 3)—Pop. 7,157.				
<i>Daily Newspapers.</i>				
Times..Dem..Morn ex Mon.....	—	.10	.10 F	7-13 -308
Wapakoneta (C 3½)—Pop. 5,349.				
<i>Daily Newspapers.</i>				
News..Ind-Dem..Morn ex Su.....	\$ 2,340	.08	.08 F	6-13 -280
Warren (K 2)—Pop. 11,081.				
<i>Daily Newspapers.</i>				
Chronicle□...Rep..Eve ex Su.....	\$ 3,212	.13	.10 B	7-13 -287
Tribune..Rep..Eve ex Su.....	© 3,250	.15	.10 B	7-13 -280
<i>Weekly Publications.</i>				
Tribune..Rep..Thur.....	© 2,900	.15	.10 B	7-13 -280
Western Reserve Chronicle□...Rep..Thur....	© 2,575	.13	.13 F	7-13 -287

‡ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
† Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

OHIO—Continued.

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Washington C. H. (E 5½)—Pop. 7,277.				
<i>Daily Newspapers.</i>				
Advertiser..Rep..Morn & Su ex Mon.....	—	.12	.12 F	6-13 -280
Herald..Ind..Eve ex Su.....	\$ 1,511	.10	.07 N	6-13 -276
<i>Weekly Publications.</i>				
Horse Journal□..Horse Interests..Wed.....	© 3,000	2.00		4-13 -182
Min. rate 1 p. wkly. 1 yr. \$19.23 insertion.				
Wellston (F 6)—Pop. 6,876.				
<i>Daily Newspapers.</i>				
Sentinel..Rep..Eve ex Su.....	\$ 1,512	.10	.10 F	7-13 -304
Wellsville (K 3)—Pop. 7,769.				
<i>Daily Newspapers.</i>				
Union..Rep..Eve ex Su.....	—	.25	.10 N	7-13 -301
Westerville (F 4)—Pop. 1,903.				
<i>Weekly Publications.</i>				
New Republic□..Prohibition..Fri	© 82,281	2.10	2.10 F	6-13 -273
<i>Monthly Publications.</i>				
American Issue□..Prohibition..M	© 312,424	7.00		3-14 -155
American Patriot□..Prohibition..M.....	© 15,000			3-14 -155
Min. rate 1 p. mo. American Issue and American Patriot \$20.00.				
Wooster (H 3)—Pop. 6,136.				
<i>Daily Newspapers.</i>				
News..Dem..Eve ex Su.....	© 2,800	.15	.09 N	7-13 -287
Republican..Rep..Eve ex Su.....	\$ 3,019	.12	.08 B	7-13 -280
<i>Weekly Publications.</i>				
Democrat..Dem..Tu & Fri.....	© 2,900	.15	.14 L	7-13 -287
Xenia (D 5)—Pop. 8,706.				
<i>Daily Newspapers.</i>				
Gazette..Rep..Eve ex Su.....	\$ 4,371	.10	.10 F	7-13 -294
Republican..Rep..Eve ex Su.....	\$ 2,977	.10	.10 F	7-13 -280
Youngstown (K 2)—Pop. 79,066.				
<i>Daily Newspapers.</i>				
Telegram□..Ind-Rep..Eve ex Su.....	© 14,429	.56	.35 B	8-12½-294
† The Telegram is the family newspaper with the largest home circulation in Youngstown and the Mahoning Valley and first Youngstown member of the A. B. O. Refuses all liquor advertising and all advertising copy subject to approval.				
Vindicator□..Dem..Eve ex Su.....	\$ 18,040	1.05	.35 I	7-13 -294
Su Morn	\$ 15,475	1.05	.35 I	7-13 -294
<i>Weekly Publications.</i>				
Rundschau (Ger)□..Dem..Thur	© 3,210	.20	.20 F	7-13 -294
Vindicator..Dem..Mon & Thur.....	—	.56	.28 B	7-13 -294
Zanesville (G 4½)—Pop. 28,026.				
<i>Daily Newspapers.</i>				
Courier□..Rep..Eve ex Su.....				
(Suspended publication Jan. 21, 1915.)				
Signal..Ind-Dem..Eve ex Su.....	\$ 8,480	.21	.18 B	7-13 -294
† The Signal is the pure food paper of Zanesville—carries no liquor advertising.				
Times Recorder□..Ind-Rep..Morn ex Su.....	\$ 15,467	.35	.28 B	7-13 -280
† The Daily Times Recorder accepts advertising on a guaranty of double the circulation in Zanesville and trading territory of any other paper.				
<i>Weekly Publications.</i>				
Sunday News..Ind..Su	—	.25		7-13 -280
Min. rate 1 in. Su. 1 yr. .20 inch.				

† Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
 † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

OKLAHOMA

Cities and Towns of—	No.	Pop.
50,000 inhabitants or more.....	1	64,205
25,000 to 50,000 inhabitants.....	1	25,278
10,000 to 25,000 inhabitants.....	6	79,382
5,000 to 10,000 inhabitants.....	6	44,072
2,500 to 5,000 inhabitants.....	32	107,217

OKLAHOMA

	No.	Pop.
Urban territory.....		320,155
Rural territory.....		1,837,000
Towns and Villages of less than 2,500 inhabitants.....	348	230,587
Other rural territory.....		1,106,413
Total number of dwellings in state.....		342,488
Total number of families in state.....		351,167

OKLAHOMA—Pop. 1,657,155.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Alva (D 1)—Pop. 3,688.				
<i>Daily Newspapers.</i>				
Pioneer..Dem..Eve ex Su.....*	850	.05	.05 F	6-13 -280
Review-Courier..Rep..Eve ex Su.....	—	.07½	.03 A	6-13 -280
Times..Rep..Morn ex Mon.....	—			6-13 -280
Ardmore (G 6)—Pop. 8,618.				
<i>Daily Newspapers.</i>				
Ardmoreite..Dem..Eve ex Sat & Su, also Su Morn	—	.20	.20 F	6-13 -276
‡ Advertise in the Ardmoreite, Ardmore's only Daily. It will pay you to seek the homes in thriving Southern Oklahoma.				
<i>Weekly Publications.</i>				
Statesman..Rep..Sat	1,500	.20	.15 N	6-13 -280
Atoka (J 6)—Pop. 1,968.				
<i>Weekly Publications.</i>				
Indian Citizen-Democrat..Dem..Thur	2,750	.10	.10 F	6-13 -276
Bartlesville (K 1)—Pop. 6,181.				
<i>Daily Newspapers.</i>				
Enterprise□..Rep..Eve ex Su.....	\$ 3,150	.15	.13 I	7-13 -287
‡ The Daily Evening Enterprise guarantees the largest circulation in the richest field in the Southwest.				
Examiner□..Ind-Dem..Morn ex Su.....	\$ 2,875	.15	.15 F	7-13 -280
Su Morn				
Chickasha (F 4½)—Pop. 10,320.				
<i>Daily Newspapers.</i>				
Express..Dem..Eve ex Su	—	.10	.10 F	7-13 -280
Durant (J 6½)—Pop. 5,330.				
<i>Daily Newspapers.</i>				
Democrat..Dem..Eve ex Su.....	1,300	.12½	.12½ F	6-13 -280
<i>Weekly Publications.</i>				
Democrat..Dem..Thur	2,800	.20	.20 F	6-13 -280
El Reno (F 3½)—Pop. 7,872.				
<i>Daily Newspapers.</i>				
Democrat..Dem..Eve ex Su.....	—	.15	.15 F	6-13 -280
Enid (F 2)—Pop. 13,799.				
<i>Daily Newspapers.</i>				
Eagle□..Rep..Eve ex Sat & Su.....	3,120	.25	.18 N	7-13 -294
Su Morn	3,280	.25	.18 N	7-13 -294
‡ Enid—Trade center of Northern Oklahoma. Wholesale center, agricultural interests. Daily Eagle as old as Enid.				
News..Ind..Morn ex Mon.....	—	.35	.14 N	7-13 -308
<i>Weekly Publications.</i>				
Events□..Ind..Thur	4,200	.25	.25 F	6-13 -280
Frederick (D 6)—Pop. 3,027.				
<i>Weekly Publications.</i>				
Enterprise..Ind-Dem..Fri	1,200	.15		6-13 -280
Min. rate 20 inches and over .12½ inch.				
Leader..Dem..Fri	3,162	.16	.16 F	7-13 -308

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. ‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

OKLAHOMA—Continued.

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Granite (C 4½)—Pop. 1,229.				
<i>Weekly Publications.</i>				
Baptist Worker..Bap..Thur	* 3,500	.35	.31½ I	4-13 -182
Guthrie (G 3)—Pop. 11,654.				
<i>Daily Newspapers.</i>				
Leader☐..Dem..Eve ex Su.....	\$ 12,714	.84	.42 N	7-13 -280
<i>Weekly Publications.</i>				
Leader..Dem..Thur	—	1.40	.84 G	7-13 -280
Hobart (C 4½)—Pop. 3,845.				
<i>Daily Newspapers.</i>				
Democrat-Chief..Dem..Eve ex Su.....	—	.25	.10 N	6-13 -280
Republican..Rep..Eve ex Su.....	* 2,344	.10	.10 F	6-13 -273
<i>Weekly Publications.</i>				
Republican..Rep..Thur	* 4,379	.15	.15 F	6-13 -273
Hugo (L 6½)—Pop. 4,582.				
<i>Daily Newspapers.</i>				
Huronian..Dem..Eve ex Su.....	◎ 1,102	.12½	.10 B	6-13 -280
Lawton (E 5½)—Pop. 7,788.				
<i>Daily Newspapers.</i>				
Constitution..Dem..Eve ex Su.....	\$ 2,561	.10	.10 F	6-13 -276
News..Ind..Morn ex Mon.....	◎ 1,700	.15	.15 F	6-13 -280
¶ The News guarantees largest daily circulation in Comanche Co. Can prove it. Sworn net paid January 1, 1915, 2,045.				
<i>Weekly Publications.</i>				
Constitution..Dem..Thur	\$ 2,900	.15	.15 F	6-13 -276
McAlester (K 4½)—Pop. 12,954.				
<i>Daily Newspapers.</i>				
News-Capital..Dem..Eve ex Su.....	\$ 4,041	.14	.14 F	7-13 -283
¶ News-Capital is the only Associated Press paper published in the old Choctaw Nation. Correspondence solicited.				
Mounds (J 3)—Pop. 701.				
<i>Monthly Publications.</i>				
"O K" Poultry Journal..Poultry..M.....	◎ 9,800	1.40		3-13 -140
Min. rate 1 p. mo. 1 yr. \$25.20 insertion.				
Muskogee (L 3)—Pop. 25,278.				
<i>Daily Newspapers.</i>				
Phoenix☐..Rep..Morn ex Su & Mon.....	} \$ 11,691	.70	.28 C	7-13 -280
Su Morn				7-13 -280
Times-Democrat☐..Dem..Eve ex Su.....	\$ 12,240	.42	.30 D	7-13 -294
¶ Reaches 95% of the white homes in Muskogee and 90% of total circulation is within a radius of twenty-five miles. It is the home paper of Muskogee.				
<i>Weekly Publications.</i>				
Democrat☐..Dem..Thur	◎ 2,885	.15	.15 F	7-13 -294
Phoenix☐..Rep..Thur	◎ 1,006	.28	.28 F	7-13 -280
<i>Monthly Publications.</i>				
Interstate Farmer..Agrl..S-M.....	—	1.68	1.40 A	4-13 -192
Wide West..Ind..M.....				
(Moved to Tulsa, Okla.)				

¶ Government statement—See page 5. * Gross circulation. ◎ Net circulation. ☐ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

OKLAHOMA—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Norman (F 4)—Pop. 3,724.				
<i>Monthly Publications.</i>				
University News Letter..Educ..S-M.....	© 14,000			3-13 -136
Nowata (K 1)—Pop. 3,672.				
<i>Daily Newspapers.</i>				
Star..Dem..Eve ex Su.....	\$ 1,450	.10	.10 F	6-13 -276
Oklahoma City (F 2½)—Pop. 64,205.				
<i>Daily Newspapers.</i>				
Live Stock News..Coml..Eve ex Su.....	—	.40½	.20 D	7-13 -280
News□..Ind..Eve ex Su.....	\$ 19,390	.49	.42 G	8-13 -294
Oklahoman□..Dem..Morn ex Su.....	© 41,043	1.40	.91 G	7-13 -280
Su Morn	© 45,234	1.54	1.05 G	7-13 -280
Times□..Rep..Eve ex Su.....	\$ 12,059	.56	.42 O	7-13 -298
¶ Publisher's report to A. B. C. for quarter ending December 31, 1914, shows a paid circulation of 18,140.				
<i>Weekly Publications.</i>				
Baptist Messenger..Bap..Wed	—	.40	.32 I	8-13 -140
¶ Jacobs & Co., Clinton, S. O., guarantee 4,005 circulation.				
Harlow's Weekly□..News & Coml..Sat.....	© 2,285			8-13 -130
<i>Monthly Publications.</i>				
Merchants' News□..Coml..M	© 2,271	1.25		6-13 -168
Min. rate 1 p. mo. 1 yr. \$25.00 insertion.				
Oklahoma Farmer..Agrl..S-M	© 52,903	3.50		4-13 -185
Min. rate 1 p. 1 tl. \$150.00.				
¶ Guaranteed circulation 54,000.				
Oklahoma Farm Journal□..Agrl..S-M.....	© 52,121	3.50	3.50 F	4-13 -192
Oklahoma Farmer-Stockman□..Agrl..S-M....	© 35,390	4.20	4.20 F	4-13½-189
Oklahoma Retail Merchant□..Trade..M.....	© 2,200	3.00		2-17 -121
Min. rate 1 p. mo. 1 yr. \$15.00 insertion.				
Oklahoma School Herald..Educ				
M ex July and August.....	© 2,500	1.50		2-13 -126
Min. rate 1 p. 10 tl. \$17.50 insertion.				
Progress..Educ..M ex July & August.....	© 4,721	1.50		2-15 -105
Min. rate ¼ p. 6 consec. tl. \$1.00 insertion.				
Southwest Industrial News..Building & Eng..S-M	—	1.00		3-13 -140
Min. rate 1 p. mo. 1 yr. \$25.00 insertion.				
Okmulgee (K 3)—Pop. 4,176.				
<i>Daily Newspapers.</i>				
Democrat..Dem..Eve ex Su.....	—	.25	.18 N	6-13 -280
Pawnee (H 2)—Pop. 2,161.				
<i>Weekly Publications.</i>				
Courier-Dispatch..Dem..Thur	© 2,150	.10	.10 F	6-13 -280
Perry (G 2)—Pop. 3,153.				
<i>Daily Newspapers.</i>				
Sentinel□..Dem..Eve ex Su.....	© 1,000			6-13 -280
Ponca (G 1)—Pop. 2,521.				
<i>Daily Newspapers.</i>				
Courier..Rep..Eve ex Su.....	—	.25	.10 B	6-13 -280

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 average circulation for six months ending September 30, 1914, unless otherwise noted.

OKLAHOMA—Continued.

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Sapulpa (K 2½)—Pop. 8,283.				
<i>Daily Newspapers.</i>				
Argus☐...Rep..Eve ex Su.....	\$ 3,024	.18	.18 F	7-13 -280
Herald☐...Ind..Eve ex Su..... (First issue Sept. 1, 1914.)		.15	.15 F	7-13 -280
Shawnee (H 4)—Pop. 12,474.				
<i>Daily Newspapers.</i>				
News-Herald...Dem..Eve ex Su & Su Morn....	\$ 3,596	.17	.17 F	7-13 -280
Tahlequah (M 3)—Pop. 2,891.				
<i>Daily Newspapers.</i>				
Arrow...Dem..Eve ex Su.....	—	.04½	.04½ F	5-13 -245
Tulsa (K 2)—Pop. 18,182.				
<i>Daily Newspapers.</i>				
Democrat☐...Dem..Eve ex Su.....	\$ 10,235	.30	.30 F	7-13 -276
Sun...Ind..Eve ex Su..... (Suspended publication Dec. 26, 1914.)				
World☐...Rep..Morn ex Mon..... Su Morn	\$ 13,075	.35	.35 F	7-13 -280
<i>Weekly Publications.</i>				
World☐...Ind..Thur	—	2.80	2.80 F	7-13 -280
Oil & Gas Journal☐...Oil & Gas..Thur.....	© 3,720	2.10	.75 N	4-13 -168
<i>Monthly Publications.</i>				
Wide West...Ind..M.....	© 9,000			4-13 -168
Vinita (L 1)—Pop. 4,082.				
<i>Weekly Publications.</i>				
Leader...Dem..Thur	© 2,019	.15	.12 N	7-13 -308
Weatherford (D 3½)—Pop. 2,118.				
<i>Monthly Publications.</i>				
Practical Poultry Pointers...Poultry..Fort.....	* 8,500	2.00		3-13 -126
Min. rate ½ p. 1 yr. \$10.42 insertion.				

\$ Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

OREGON.

Cities and Towns of—	No.	Pop.
100,000 inhabitants or more.....	1	207,214
10,000 to 25,000 inhabitants.....	1	14,094
5,000 to 10,000 inhabitants.....	5	29,210
2,500 to 5,000 inhabitants.....	11	46,542
Total urban territory.....	...	207,060

OREGON.

	No.	Pop.
Rural territory.....		365,705
Towns and Villages of less than 2,500 inhabitants.....	153	89,742
Other rural territory.....		275,983
Total number of dwellings in state.....		144,832
Total number of families in state.....		151,958 *

OREGON—Pop. 672,765.				1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Albany (B 3)—Pop. 4,275.						
<i>Daily Newspapers.</i>						
Herald..Rep..Eve ex Su.....	⊙ 1,000			.20	.12½N.	7-13 -280
Astoria (B 1)—Pop. 9,599.						
<i>Daily Newspapers.</i>						
Astorian..Rep..Morn ex Mon.....	\$ 2,175			.25	.15 I	7-13 -280
Budget□..Dem..Eve ex Su.....	⊙ 2,487			.30	.30 F	7-13 -280
Toveri (Finnish)..Socl..Eve ex Su.....	⊙ 4,421			.40		7-13 -280
Min. rate 2 tl. a week 6 mos. .20 inch.						
<i>Week'y Publications.</i>						
Lannen Uutiset (Finn)□..Ind..Thur.....	⊙ 1,300			.25		7-13 -280
Min. rate 20 inches 1 tl. .18 inch.						
Toveritar (Finnish)..Labor..Tu	⊙ 5,094					4-13 -182
Baker (H 3)—Pop. 6,742.						
<i>Daily Newspapers.</i>						
Democrat..Dem..Morn ex Mon.....	\$ 1,010			.15	.08 A	6-13 -280
Herald..Ind..Eve ex Su.....	\$ 1,617			.16	.10 N	6-13 -275
Corvallis (B 3)—Pop. 4,552.						
<i>Daily Newspapers.</i>						
Gazette-Times..Rep..Eve ex Su.....	\$ 1,355			.15	.15 F	6-13 -276
Republican..Rep..Eve ex Su.....	⊙ 800					6-13 -276
Eugene (B 3½)—Pop. 9,009.						
<i>Daily Newspapers.</i>						
Guard□..Ind..Eve ex Su.....	\$ 4,290			.70	.20 N	7-13 -294
Register□..Rep..Morn ex Mon.....	\$ 4,002			.25	.24 N	7-13 -280
Su Morn25	.24 N	7-13 -280
Grant's Pass (B 5)—Pop. 3,897.						
<i>Daily Newspapers.</i>						
Courier..Ind-Rep..Eve ex Sat & Su.....	\$ 1,059			.15	.15 F	6-13 -266
Su Morn15	.15 F	6-13 -266
Hood River (D 2)—Pop. 2,331.						
<i>Monthly Publications.</i>						
Better Fruit..Horticulture..M	⊙ 12,655			2.80	2.80 F	3-13½-140
Klamath Falls (D 5)—Pop. 2,758.						
<i>Daily Newspapers.</i>						
Herald..Ind..Eve ex Su.....	—			.06	.06 F	7-13 -280
Northwestern□..Ind..Morn ex Su & Mon.....	\$ 1,103			.50	.23 N	7-13 -308
Su Morn	⊙ 1,317			.60	.28 N	7-13 -308
La Grande (G 2)—Pop. 4,843.						
<i>Daily Newspapers.</i>						
Observer..Rep..Eve ex Su.....	\$ 1,610			.10	.10 F	6-13 -252
Lents (C 2)—Pop. 4,000.						
<i>Monthly Publications.</i>						
Pacific Grange Bulletin..Agri & Frat..M.....	—			.75	.67½A	4-13 -154
McMinnville (B 2½)—Pop. 2,400.						
<i>Weekly Publications.</i>						
Pacific Baptist..Bap..Thur	—			.70	.42 O	3-13 -129

⊙ Government statement—See page 5. *Gross circulation. ⊙Net circulation. □ Can use matrices.
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OREGON—Continued.

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Marshfield (A 4)—Pop. 2,980.				
<i>Daily Newspapers.</i>				
Coos Bay Times <input type="checkbox"/> .. Ind-Rep. . Eve ex Su.	© 2,080	.25		7-13 -290
Min. rate 1 in. daily 1 yr. .12½ inch.				
Record <input type="checkbox"/> .. Rep. . Eve ex Su.	© 3,100	.25	.15 N	7-13 -301
<i>Weekly Publications.</i>				
Coos Bay Times <input type="checkbox"/> .. Ind-Rep. . Fri.	© 1,180	.25	.15 D	7-13 -290
Medford (C 5)—Pop. 8,840.				
<i>Daily Newspapers.</i>				
Mall Tribune <input type="checkbox"/> .. Ind. . Eve ex Su.	\$ 2,588	.25	.17½ N	7-13 -287
Sun <input type="checkbox"/> .. Rep. . Morn ex Mon.	* 1,500	.20	.12½ N	7-13 -287
Mt. Angel (C 2½)—Pop. 545.				
<i>Weekly Publications.</i>				
St. Joseph Blatt (Ger) <input type="checkbox"/> .. Cath. . Fri.	© 32,143	1.00		7-13 -270
Min. rate 1 in. wkly. 1 yr. .50 inch.				
<i>Monthly Publications.</i>				
Armen Seelen Freund (Ger) .. Cath. . M.	© 13,950	3.00		2-15 -112
Min. rate 1 in. mo. 1 yr. \$2.55 insertion.				
Mount Angel Magazine .. Ind. . Lit. . M.	© 13,550	3.00		2-15 -112
Min. rate 1 in. mo. 1 yr. \$2.55 insertion.				
<i>Yearly Publications.</i>				
St. Joseph's Kalender (Ger) .. Family.	© 22,000			2-18 -112
1-32 p. \$4.50. Min. rate 1 p. \$40.00.				
Oregon City (C 2)—Pop. 4,287.				
<i>Daily Newspapers.</i>				
Enterprise .. Rep. . Morn ex Mon.	\$ 1,093	.28	.21 G	7-13 -308
Pendleton (G 2)—Pop. 4,460.				
<i>Daily Newspapers.</i>				
East Oregonian .. Ind. . Eve ex Su.	\$ 2,156	.12½	.12½ F	7-13 -280
Tribune <input type="checkbox"/> .. Rep. . Eve ex Su.	\$ 1,726	.15	.10 I	6-13 -280
(Daily Tribune absorbed Daily Live Wire about June 1, 1914.)				
Portland (C 2)—Pop. 207,214.				
<i>Daily Newspapers.</i>				
Journal <input type="checkbox"/> .. Ind. . Eve ex Su.	\$ 49,131	1.40	1.05 G	8-12½ -280
Su Morn ..	\$ 52,764	1.47	1.12 G	8-12½ -280
News <input type="checkbox"/> .. Ind. . Eve ex Su.	\$ 18,467	.49	.42 G	8-12 -280
Oregonian <input type="checkbox"/> .. Rep. . Morn ex Su.	© 59,762	1.75	1.26 G	7-13 -294
Su Morn ..	© 77,968	1.75	1.75 F	7-13 -294
Telegram <input type="checkbox"/> .. Ind. . Eve ex Su.	© 34,141	.84	.84 F	7-13 -294
<i>Weekly Publications.</i>				
Commercial Review .. Coml. . Thur ..	© 4,825	.25		2-24 -154
Min. rate 1 p. wkly. 1 yr. \$17.30 page.				
Deutsche Zeitung (Ger) <input type="checkbox"/> .. Ind. . Thur.	* 15,000	1.05	.70 L	7-13 -308
Jewish Tribune (Jewish) .. Fri ..	© 9,783	1.00	.75 A	5-14 -252
Journal <input type="checkbox"/> .. Ind. . Tu & Fri.	* 14,865	.56	.56 F	8-12½ -280
Labor Press .. Labor. . Mon ..	—	.65	.59½ N	6-13 -280
Nachrichten (Ger) .. Ind. . Thur ..	—	.50	.25 A	7-13 -280
Northwest Pacific Farmer .. Agrl. . Thur.	© 20,100	1.40	1.40 F	4-13 -196
Oregonian <input type="checkbox"/> .. Rep. . Thur ..	© 24,129	.98	.70 B	7-13 -294

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OREGON—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Portland—Continued.				
Weekly Publications.				
Pacific Christian Advocate..Meth..Wed.....	———	.70	.70 F	3-13½-140
Rural Spirit..Agrl..Wed	* 18,000	1.40	1.12 C	4-13 -189
Sunday Mercury..Ind..Sat	———	.50	.50 F	8-13 -336
Sunday Welcome..Ind..Sat	———	.44		8-13 -336
Min. rate 1 in. wkly. 1 yr. .25 insertion.				
Monthly Publications.				
Angora Journal..Goats & Mohair..M.....	© 5,000	1.68	1.33 B	3-13 -140
Chamber of Commerce Bulletin..Coml..M.....	© 28,970	5.00		3-13 -126
Min. rate 1 p. mo. 1 yr. \$51.00 insertion.				
Medical Sentinel..Med..M	* 3,500	3.00		2-14 -126
Min. rate 1 p. mo. 1 yr. \$12.50 insertion.				
Oregon Farmer..Agrl..S-M	© 16,100	1.40	1.40 F	4-13 -196
(Changed from Oregon Agriculturist July 1, 1914.)				
Pacific Northwest..Agrl..M	© 15,688	1.75		4-13 -168
Min. rate 1 p. 1 tl. \$75.00.				
Timberman..Lumber..M	© 3,400	2.50		3-17 -168
Min. rate 1 p. mo. 1 yr. \$35.00 insertion.				
Roseburg (B 4)—Pop. 4,738.				
Daily Newspapers.				
News..Rep..Eve ex Su.....	———	.12½	.12½ F	6-13 -280
Review..Dem..Eve ex Su.....	\$ 1,050	.35	.08 I	7-13 -280
Salem (B 2½)—Pop. 14,094.				
Daily Newspapers.				
Capital-Journal□..Dem..Eve ex Su.....	© 3,544	.60	.20 N	7-13 -280
Statesman□..Rep..Morn ex Su.....	\$ 2,929	.20	.20 F	7-13 -287
Su Morn				
Weekly Publications.				
Pacific Homestead□..Agrl..Thur	* 17,633	1.40	1.40 F	4-13 -196
Statesman..Rep..Tu & Fri.....	© 2,704	.20	.20 F	7-13 -287
Monthly Publications.				
Northwest Poultry Journal□..Poultry..M.....	© 12,891	2.10		3-13 -133
Min. rate 1 p. mo. 1 yr. \$37.50 insertion.				
Teachers' Monthly..Educ..M ex July & Aug....	———	1.50		2-13 -105
Min. rate 1 p. mo. 10 tl. \$11.00 insertion.				
The Dalles (D 2)—Pop. 4,880.				
Daily Newspapers.				
Chronicle..Rep..Eve ex Su.....	\$ 833	.08	.08 F	6-13 -280

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PENNSYLVANIA—Pop. 7,665,111.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Allentown (M 5)—Pop. 51,913.				
Daily Newspapers.				
Call☐...Ind..Morn ex Su.....	\$ 16,144	.35	.21 N	8-13 -280
Chronicle & News☐...Rep..Eve ex Su.....	\$ 7,142	.50	.12 N	8-13 -283
{ City Item☐...Dem..Eve ex Su..... }	© 10,259	.21	.21 F	8-13 -308
{ Democrat☐...Dem..Morn ex Su..... }				
¶ The circulation figures of the Democrat and Item are guaranteed by the Audit Bureau of Circulations. Official recognition Association National Advertisers.				
Leader☐...Ind..Eve ex Su.....	\$ 6,308	.50	.12 I	8-13 -280
Weekly Publications.				
Welt Bote (Ger)☐...Ind..Tu	——	.75	.75 F	7-13 -287
Monthly Publications.				
Spare Moments...Family...M	© 269,204	14.00		4-13 1/2 -196
Min. rate 1 p. 1 tl. \$27.20.				
Yearly Publications.				
Welt Bote Almanac (Ger)...Family.....	——			2-16 -105
1/4 p. \$7.00. Min. rate 1 p. \$25.00.				
Altoona (F 5 1/2)—Pop. 52,127.				
Daily Newspapers.				
Mirror☐...Ind..Eve ex Su.....	© 15,158	.49	.35 B	7-13 -280
Times☐...Ind..Morn ex Su.....	\$ 12,916	.42	.21 N	7-13 -294
¶ The Times has shown the most startling development of any Pennsylvania newspaper in years. It is the best advertising buy in its field. Clean copy only. Results sure. Use.				
Tribune☐...Rep..Morn ex Su.....	\$ 9,000	.50	.18 N	7-13 -294
Ashland (K 5)—Pop. 6,855.				
Daily Newspapers.				
News...Rep..Eve ex Su.....	——	.08	.08 F	7-13 -301
Telegram...Rep..Eve ex Su.....	\$ 1,520	.20	.05 N	7-13 -301
Bangor (M 5)—Pop. 5,369.				
Daily Newspapers.				
News...Ind..Eve ex Su.....	——	.15	.06 I	8-13 -304
Beaver (B 5)—Pop. 3,456.				
Daily Newspapers.				
Times☐...Ind-Rep..Eve ex Su.....	\$ 4,341	.15	.15 F	7-13 -280
Beaver Falls (B 5)—Pop. 12,191.				
Daily Newspapers.				
Tribune☐...Rep..Eve ex Su.....	\$ 5,934	.18	.16 B	7-13 -280
Bellefonte (G 5)—Pop. 4,145.				
Weekly Publications.				
Democrat...Dem...Thur	© 5,100	.50		6-13 -280
Min. rate 30 inches wkly. 1 yr. \$3.47 insertion.				
Berwick (K 4 1/2)—Pop. 5,357.				
Daily Newspapers.				
Enterprise...Ind..Eve ex Su.....	——	.30	.15 I	6-13 -280
Bethlehem (M 5 1/2)—Pop. 12,837.				
Daily Newspapers.				
Times☐...Ind..Eve ex Su.....	\$ 2,613	.75	.06 I	8-13 -276

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PENNSYLVANIA

Cities and Towns of—	No.	Pop.
500,000 inhabitants or more.....	3	2,082,913
100,000 to 500,000 inhabitants.....	1	129,867
50,000 to 100,000 inhabitants.....	7	453,409
25,000 to 50,000 inhabitants.....	19	348,972
10,000 to 25,000 inhabitants.....	43	633,300
5,000 to 10,000 inhabitants.....	84	671,232
2,500 to 5,000 inhabitants.....	116	405,676

PENNSYLVANIA.

	No.	Pop.
Urban territory.....		4,630,669
Rural territory.....		3,034,443
Boroughs of less than 2,500 inhabitants.....	668	581,959
Other rural territory.....		2,452,483
Total number of dwellings in state.....		1,507,483
Total number of families in state.....		1,630,628

PENNSYLVANIA—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Bloomsburg (J 4½)—Pop. 7,413.				
<i>Daily Newspapers.</i>				
Press..Ind..Morn ex Su.....	\$ 4,825	.35	.15 I	6-13 -280
Sentinel..Dem..Eve ex Su.....	© 1,400	.15	.08 E	6-13 -280
Braddock (C 5½)—Pop. 19,857.				
<i>Daily Newspapers.</i>				
News-Herald..Rep..Eve ex Su.....	\$ 1,750	.25	.10 I	6-13 -276
Bradford (E 2½)—Pop. 14,544.				
<i>Daily Newspapers.</i>				
Era□..Ind-Dem..Morn ex Su.....	\$ 2,783	.25	.12 A	7-13 -276
Star-Record..Rep..Eve ex Su.....	—	.63	.17 N	7-13 -280
Bristol (N 6½)—Pop. 9,256.				
<i>Daily Newspapers.</i>				
Courier..Rep..Eve ex Su.....	—	.15	.10 A	7-13 -276
Butler (C 5)—Pop. 20,728.				
<i>Daily Newspapers.</i>				
Citizen□..Rep..Morn ex Su.....	—	.15	.10 N	7-13 -280
Eagle□..Ind-Rep..Eve ex Su.....	\$ 5,016	.12	.12 F	7-13 -308
Times□..Dem..Eve ex Su.....	\$ 3,075	.10	.10 F	6-13 -280
Canonsburg (B 6)—Pop. 3,891.				
<i>Daily Newspapers.</i>				
Notes..Ind..Eve ex Su.....	\$ 2,267	.12	.10 B	6-13 -280
Carbondale (L 3)—Pop. 17,040.				
<i>Daily Newspapers.</i>				
Leader..Ind..Eve ex Su.....	\$ 3,370	.50	.15 N	7-13 -287
Carlisle (H 6)—Pop. 10,303.				
<i>Daily Newspapers.</i>				
Herald..Rep..Eve ex Su.....	\$ 2,225	.18	.06 N	7-13 -280
Sentinel..Dem..Eve ex Su.....	\$ 3,435	.25	.08 G	6-13 -283
Chambersburg (G 7)—Pop. 11,800.				
<i>Daily Newspapers.</i>				
Public Opinion..Rep..Morn ex Su.....	\$ 3,515	.10	.10 F	7-13 -280
Repository..Rep..Eve ex Su.....	\$ 3,787	.15	.04 N	7-13 -280
Valley Spirit..Dem..Eve ex Su.....	\$ 2,339	.15	.06 I	7-13 -280
<i>Monthly Publications.</i>				
Pennsylvania Grange News..Agrl..M.....	© 37,354	2.80	2.80 F	4-13 -161
Charleroi (C 6)—Pop. 9,615.				
<i>Daily Newspapers.</i>				
Mall..Rep..Eve ex Su.....	—	.08	.08 F	6-13 -280
Chester (M 7)—Pop. 38,537.				
<i>Daily Newspapers.</i>				
Republican□..Rep..Morn ex Su.....	\$ 13,463	1.35	.30½I	7-13 -308
Times□..Rep..Eve ex Su.....				7-13 -308
Clearfield (F 4½)—Pop. 6,851.				
<i>Daily Newspapers.</i>				
Progress..Rep..Eve ex Su.....	—	.12½	.10 B	6-13 -280
Public Spirit..Ind-Dem..Eve ex Su.....	—	.08	.08 F	7-13 -301

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

PENNSYLVANIA—Continued.

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Coatesville (L 6½)—Pop. 11,084.				
<i>Daily Newspapers.</i>				
Record☐..Rep..Eve ex Su.....	\$ 3,520	.13½	.13½F	7-13 -287
Columbia (J 6½)—Pop. 11,454.				
<i>Daily Newspapers.</i>				
News..Ind-Rep..Eve ex Su.....	—	.50	.10 N	7-13 -280
Spy..Rep..Eve ex Su.....	\$ 2,410	.25	.08 I	7-13 -280
Connellsville (C 6½)—Pop. 12,845.				
<i>Daily Newspapers.</i>				
Courier☐..Rep..Eve ex Su.....	\$ 6,592	.30	.15 N	7-13 -283
News..Dem..Eve ex Su.....	—	.12	.12 F	7-13 -280
Corry (C 2½)—Pop. 5,991.				
<i>Daily Newspapers.</i>				
Journal..Ind-Dem..Eve ex Su.....	\$ 2,088	.10	.10 F	6-13 -276
Leader..Rep..Eve ex Su.....	\$ 1,820	.50	.10 N	6-13 -276
Danville (J 4½)—Pop. 7,517.				
<i>Daily Newspapers.</i>				
News..Ind..Morn ex Su.....	\$ 2,180	.08	.08 F	7-13 -294
Doylestown (M 6)—Pop. 3,304.				
<i>Daily Newspapers.</i>				
Democrat..Dem..Eve ex Su.....	—	.15	.09 G	7-13 -280
Intelligencer..Rep..Eve ex Su.....	\$ 4,385	.30	.09 I	8-13 -308
Dubois (E 4)—Pop. 12,623.				
<i>Daily Newspapers.</i>				
Courier☐..Rep..Morn ex Su.....	⊙ 2,900	.07½	.07½F	7-13 -280
Express☐..Ind-Dem..Eve ex Su.....	\$ 2,800	.25	.08 N	7-13 -280
Journal..Rep..Morn ex Su.....	—	.15	.10 A	6-13 -280
Easton (M 5)—Pop. 28,523.				
<i>Daily Newspapers.</i>				
Argus..Dem..Eve ex Su.....	—	.50	.12½N	7-13 -301
Express..Ind..Eve ex Su.....	\$ 3,948	.75	.25 I	7-13 -301
Free Press☐..Rep..Eve ex Su.....	\$ 11,020	.75	.30 A	7-13 -294
† The Free Press thoroughly covers Easton, Pa., Phillipsburg, N. J., and their trading territory within 20 miles.				
Erie (B 2)—Pop. 66,525.				
<i>Daily Newspapers.</i>				
Dispatch☐..Ind-Rep..Morn ex Su.....	\$ 12,723	.56	.31½G	7-13 -297
Su Morn				
Herald☐..Ind-Dem..Eve ex Su.....	\$ 8,782	.30	.20 E	7-13 -280
Su Morn	—	.30	.20 E	7-13 -280
Tageblatt (Ger)..Rep..Eve ex Su.....	\$ 1,339	.15	.15 F	6-13 -276
Times☐..Rep..Eve ex Su.....	\$ 22,850	.56	.56 F	7-13 -297
<i>Weekly Publications.</i>				
Catholic Chronicle..Cath..Sat	—	.40	.30 A	6-13 -280
<i>Monthly Publications.</i>				
Pennsylvania Merchant..Trade..M	⊙ 7,500	1.50		3-13 -140
Min. rate 1 p. mo. 1 yr. \$29.17 insertion.				
Farrell (B 4)—Pop. 10,190.				
<i>Daily Newspapers.</i>				
News..Ind-Rep..Eve ex Su.....	—	.15	.10 A	6-13 -280

⊙ Government statement—See page 5. * Gross circulation. ⊙ Net circulation. ☐ Can use matrices.
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average circulation for six months ending September 30, 1914, unless otherwise noted.

PENNSYLVANIA—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Franklin (C 4)—Pop. 9,767.				
<i>Daily Newspapers.</i>				
Herald☐...Proh..Eve ex Su.....	\$ 3,052	.20	.10 D	7-13 -287
News☐...Ind..Eve ex Su.....	\$ 3,012	.20	.10 B	7-13 -287
<i>Weekly Publications.</i>				
Citizen Press☐...Rep..Wed	© 3,700	.25	.20 B	7-13 -287
Vindicator..Proh..Fri	—	1.40	.98 G	4-13 -203
Freeland (L 4½)—Pop. 6,197.				
<i>Weekly Publications.</i>				
Tribune..Dem..Mon, Wed, Fri.....	© 2,256			6-13 -276
Gettysburg (H 7)—Pop. 4,030.				
<i>Daily Newspapers.</i>				
Times..Neutral..Eve ex Su.....	\$ 2,447	.07	.07 F	7-13 -280
Greensburg (C 6)—Pop. 13,012.				
<i>Daily Newspapers.</i>				
Review☐...Ind..Morn ex Su.....	—	.15	.15 F	7-13 -276
Tribune☐...Rep..Eve ex Su.....	\$ 5,088	.12	.12 F	8-13 -297
<i>Weekly Publications.</i>				
Press☐...Rep..Wed	© 1,154	.08	.08 F	8-13 -297
Greenville (B 4)—Pop. 5,909.				
<i>Daily Newspapers.</i>				
Record..Ind..Eve ex Su.....	\$ 1,091	.03½	.03½ F	7-13 -304
<i>Monthly Publications.</i>				
Young Lutheran..Luth-Juv..M	—	2.50		3-13 -140
Min. rate 1 in. mo. 1 yr. \$1.84 insertion.				
Hanover (H 7)—Pop. 7,057.				
<i>Daily Newspapers.</i>				
Independent..Ind..Eve ex Su.....	—	.25	.06 N	7-13 -301
Record..Dem..Morn ex Su.....	—	.25	.06 N	7-13 -280
Record-Herald..Ind..Eve ex Su.....	\$ 2,990	.08	.06 N	7-13 -280
<i>Monthly Publications.</i>				
Poultry Fancier..Poultry..M	* 17,500	4.20	2.50 C	3-13 -140
Harrisburg (J 6)—Pop. 64,186.				
<i>Daily Newspapers.</i>				
Patriot☐...Ind-Dem..Morn ex Su.....	© 23,743	.56	.35 C	8-12½-298
‡ Publisher's report to A. B. C. for quarter ending December 31, 1914, shows a paid circulation of 19,402.				
Star-Independent☐...Ind..Eve ex Su.....	© 15,819	.35	.35 F	7-13 -298
‡ Star-Independent circulation books open to advertiser. A. B. C. examination. City circulation the largest, cleanest and best. Not built on premiums or contests. Delivered to homes of its subscribers on its merits. Circulation in Harrisburg, 8,096; circulation outside of Harrisburg, 8,136—total, 16,232.				
Telegraph☐...Rep..Eve ex Su.....	\$ 21,388	.42	.42 F	7-13 -300
‡ The Telegraph—a bright, clean newspaper made fit for the home—is Harrisburg's first newspaper in news, circulation and advertising. Net city circulation compared with dwellings shown by city records indicates that Telegraph reaches two out of three Harrisburg homes. Outside territory in city's shopping zone covered in equally concentrated way. Liquor, beer and other objectionable advertising barred.				
Led nearest competitor in 1914 by more than 500,000 lines and next nearest competitor by more than 1,000,000 lines of advertising.				

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PENNSYLVANIA—Continued.**Harrisburg—Continued.***Weekly Publications.*

Evangelical..United Evan..Chr..Wed	* 10,700	1.40	.70 E	3-14 -157
† Official publication of the United Evangelical Church.				

Monthly Publications.

Evangelical Bible Quarterly..Evan S S.....	—	3.50	2.80 A	2-15 -104
Evangelical Bible Teacher..Evan..M.....	—	.59	.47½A	2-13 -105
Sunday School Lesson Illustrator..Evan..M.....	—	2.10		2-15 -112
Min. rate 1 in. mo. 1 yr. \$1.57½ inch.				

Hazleton (K 4½)—Pop. 25,452.*Daily Newspapers.*

Plain Speaker□..Ind..Eve ex Su.....	\$ 5,547	.20	.20 F	7-13 -294
Sentinel□..Ind..Eve ex Su.....	\$ 4,089	.25	.12½A	7-13 -290
Standard□..Dem..Morn ex Su.....	\$ 5,413	.30	.18 N	7-13 -301

Homestead (C 5½)—Pop. 18,713.*Daily Newspapers.*

Messenger□..Ind..Eve ex Su.....	© 3,100	.15	.10 I	6-13 -280
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Honesdale (M 3½)—Pop. 2,945.*Weekly Publications.*

Independent..Ind..Mon, Wed & Fri.....	© 5,200	.20	.20 F	7-13 -276
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Huntingdon (F 5½)—Pop. 6,861.*Daily Newspapers.*

New Era..Rep..Eve ex Su.....	—	.10	.10 F	7-13 -308
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Weekly Publications.

News..Rep..Mon & Thur	© 4,250	.25	.15 B	6-13 -280
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Indiana (D 5)—Pop. 5,749.*Daily Newspapers.*

Gazette..Rep..Eve ex Su.....	—	.12	.12 F	6-13 -280
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Jersey Shore (H 4)—Pop. 5,381.*Daily Newspapers.*

Herald..Ind..Eve ex Su.....	© 900	.08	.08 F	7-13 -294
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Johnstown (E 6)—Pop. 55,482.*Daily Newspapers.*

Democrat□..Dem..Morn ex Su.....	\$ 13,079	.60	.28 D	7-13 -280
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† The Democrat is the only paper which thoroughly covers Johnstown and its rich rural districts.
Books open to advertiser.

Leader□..Rep..Eve ex Su.....	\$ 10,812	.50	.20 I	7-13 -280
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† The Leader is the only paper between Phila. and Pittsburgh printing an eight-page, colored Saturday Feature Section.

Tribune□..Prog..Rep..Eve ex Su.....	\$ 17,246	.35	.35 F	7-13 -273
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Kane (E 3)—Pop. 6,626.*Daily Newspapers.*

Republican□..Rep..Eve ex Su.....	\$ 2,020	.12	.12 F	7-13 -266
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PENNSYLVANIA—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Kittanning (C 5)—Pop. 4,311.				
<i>Daily Newspapers.</i>				
Simpson's Leader..Ind..Eve ex Su.....	\$ 3,288	.08	.08 F	6-13 -280
Times..Ind..Eve ex Su.....	\$ 1,803	.20	.12 N	7-13 -280
<i>Weekly Publications.</i>				
Free Press..Rep..Fri	© 3,200	.10	.10 F	7-13 -294
Lancaster (K 6½)—Pop. 47,227.				
<i>Daily Newspapers.</i>				
Examiner□..Prog..Eve ex Su.....	\$ 5,100	.50	.14 I	7-13 -287
{ Intelligencer□..Dem..Eve ex Su..... }	\$ 14,156	.35	.35 P	7-13 -294
{ Journal□..Non-Part..Morn ex Sat..... }				7-13 -294
New Era..Ind-Rep..Eve ex Su.....	—	.75		7-13 -294
Min. rate 1 in. daily 1 yr. \$20.00.				
News□..Rep..Morn ex Su.....	\$ 4,939	.16	.16 F	7-13 -290
<i>Monthly Publications.</i>				
Pennsylvania School Journal□..Educ..M.....*	6,500			2-15 -112
¼ col. \$3.00. Min. rate 1 p. mo. 1 yr. \$15.00 insertion.				
La Park (K 6½)—Pop. 100.				
<i>Monthly Publications.</i>				
Park's Floral Magazine..Floral..M.....	—	21.00	21.00 F	2-13½-110
Latrobe (D 6)—Pop. 8,777.				
<i>Daily Newspapers.</i>				
Bulletin..Rep..Eve ex Su.....	—	.15	.15 F	7-13 -280
Lebanon (K 6)—Pop. 19,240.				
<i>Daily Newspapers.</i>				
News□..Rep..Eve ex Su.....	\$ 6,171	.25	.12 A	7-13 -280
Report□..Ind..Eve ex Su.....	\$ 4,932	.25	.10 I	7-13 -287
Times..Rep..Morn ex Su.....	—	.10	.10 F	7-13 -297
<i>Weekly Publications.</i>				
News□..Rep..Mon & Thur.....	© 3,581	.25	.12 A	7-13 -280
Lehighton (L 5)—Pop. 5,316.				
<i>Daily Newspapers.</i>				
Leader..Local..Eve ex Su.....	—	.05	.05 F	7-13 -301
Lewisburg (J 4½)—Pop. 3,081.				
<i>Weekly Publications.</i>				
Saturday News..Rep..Sat	© 3,000	.30	.10 G	7-13 -304
Lewistown (G 5)—Pop. 8,166.				
<i>Daily Newspapers.</i>				
Sentinel..Ind..Eve ex Su.....	\$ 3,879	.25	.10 B	7-13 -287
Littlestown (G 5)—Pop. 1,347.				
<i>Weekly Publications.</i>				
Independent□..Ind-Prog..Thur	* 3,000	.55		7-13 -304
Min. rate 1 in. wkly. 13 times .43½ inch.				
Lockhaven (G 4)—Pop. 7,772.				
<i>Daily Newspapers.</i>				
Democrat..Dem..Eve ex Su.....	© 1,100	.15	.08 I	6-13 -280
Express..Rep..Eve ex Su.....	\$ 1,734	.50	.05 N	6-13 -280

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PENNSYLVANIA—Continued.

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
McKeesport (C 6)—Pop. 42,694.				
<i>Daily Newspapers.</i>				
News☐..Ind-Rep..Eve ex Su.....	\$ 9,403	.60	.25 N	7-13 -280
‡ The News guarantees a larger paid circulation than any newspaper in Western Pennsylvania, outside of Pittsburgh.				
Times..Rep..Eve ex Su	—	.28	.28 F	7-13 -308
<i>Weekly Publications.</i>				
Svenska Veckobladet (Swed)☐..Ind..Thur....	© 5,900	1.00	.40 N	7-13 -280
Mahanoy City (K 5)—Pop. 15,936.				
<i>Daily Newspapers.</i>				
American..Rep..Eve ex Su.....	—	.10	.10 F	7-13 -301
Record..Ind..Eve ex Su.....	—	.25	.15 I	7-13 -280
<i>Weekly Publications.</i>				
Saule (Lithuanian)..Ind..Tu & Fri.....	—	.50	.50 F	8-13 -336
Mauch Chunk (L 5)—Pop. 3,952.				
<i>Daily Newspapers.</i>				
News..Ind..Eve ex Su.....	\$ 2,137	.25	.10 N	7-13 -308
Times..Rep..Eve ex Su.....	—	.10	.10 F	7-13 -308
Meadville (B 3)—Pop. 12,780.				
<i>Daily Newspapers.</i>				
Messenger..Ind-Dem..Morn ex Su.....	\$ 3,345	.10	.10 F	7-13 -294
Tribune-Republican☐..Rep..Morn & Eve ex Su	\$ 7,247	.20	.15 B	7-13 -280
Mechanicsburg (H 6)—Pop. 4,469.				
<i>Daily Newspapers.</i>				
Journal..Ind-Rep..Eve ex Su.....	© 1,064	.08	.08 F	7-13 -304
Middleburg (H 5)—Pop. 531.				
<i>Weekly Publications.</i>				
Post..Ind..Thur	© 5,100	.30	.30 F	6-13 -280
Middletown (J 6)—Pop. 5,374.				
<i>Daily Newspapers.</i>				
Journal☐..Rep..Eve ex Su.....	© 1,258	.06	.04 N	7-13 -304
<i>Weekly Publications.</i>				
Journal☐..Rep..Sat	© 3,138	.08	.06 I	7-13 -304
Millmont (H 5)—Pop. 300.				
<i>Monthly Publications.</i>				
Poultry-Fruit-Vegetables..Poultry & Fruit..M.	© 28,458	2.10	2.10 F	4-13 -175
Red Men's Review..Frat..M.....	© 26,853	2.80	2.80 F	4-13 -175
Reform Review..Temp & Reform..M.....	© 19,781	1.40	1.40 F	4-13 -175
Milton (J 4½)—Pop. 7,460.				
<i>Daily Newspapers.</i>				
Standard..Ind..Eve ex Su.....	\$ 3,014	.10	.10 F	6-13 -276
Monessen (C 6)—Pop. 11,775.				
<i>Daily Newspapers.</i>				
Independent..Rep..Eve ex Su.....	—	.08	.08 F	7-13 -280

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PENNSYLVANIA—Continued.

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Monongahela (C 6)—Pop. 7,598.				
<i>Daily Newspapers.</i>				
Republican..Rep..Eve ex Su.....	_____	.15	.08 A	7-13 -280
Times..Rep..Eve ex Su.....	_____	.10	.10 F	6-13 -276
Mount Carmel (K 5)—Pop. 17,532.				
<i>Daily Newspapers.</i>				
Item..Ind..Eve ex Su.....	\$ 3,119	.25	.15 I	7-13 -280
News..Rep..Eve ex Su.....	_____	.07	.07 F	7-13 -304
New Brighton (B 5)—Pop. 8,329.				
<i>Daily Newspapers.</i>				
News..Ind-Rep..Eve ex Su.....	\$ 1,475	.06	.06 F	7-13 -276
New Castle (B 4½)—Pop. 36,280.				
<i>Daily Newspapers.</i>				
Herald□..Ind..Eve ex Su.....	© 6,100	.20	.12 I	7-13 -308
News□..Rep..Eve ex Su.....	\$ 7,928	.30	.18 N	7-13 -297
‡ The Daily News will permit any advertiser, agency or audit company to examine their circulation records.				
Morristown (L 1)—Pop. 37,875.				
<i>Daily Newspapers.</i>				
Herald..Rep..Eve ex Su.....	\$ 2,813	.25	.10 B	7-13 -280
Register□..Dem..Eve ex Su.....	\$ 2,485	.25	.10 E	7-13 -280
Times□..Rep..Eve ex Su.....	\$ 6,997	.30	.20 I	8-13 -315
Oil City (C 3½)—Pop. 15,657.				
<i>Daily Newspapers.</i>				
Blizzard..Ind..Eve ex Su.....	_____	.50	.15 A	6-13 -280
Derrick□..Rep..Morn ex Su.....	\$ 6,177	.70	.20 N	7-13 -294
Pen Argyl (M 5)—Pop. 3,967.				
<i>Weekly Publications.</i>				
Mountain Echo..Ind..Wed & Sat.....	© 2,800			7-13 -308
Philadelphia (M 2)—Pop. 1,549,008.				
<i>Daily Newspapers.</i>				
Bulletin□..Ind-Rep..Eve ex Su.....	\$ 330,035	4.90	4.90 F	8-13 -297
{ Gazette (Ger)..Ind..Morn & Su.....	_____	1.68	.98 P	7-13 -300
{ Demokrat (Ger)..Ind..Eve ex Su.....	_____	1.40	.84 L	7-13 -300
‡ The German Daily Gazette Publishing Company. The Morning Gazette, Evening Demokrat, Sunday Gazette. There are 380,000 Germans in Philadelphia, according to the recent census. There are 360,000 individual homes in Philadelphia and over 60,000 Germans own their own homes.				
Inquirer□..Rep..Morn ex Su.....	© 196,202	3.50	3.50 F	8-12½-310
Su Morn	© 279,934	4.20	4.20 F	8-12½-310
‡ Actual copies sold, as the Inquirer is strictly not returnable. Over two-thirds of the Inquirer's big circulation is delivered by carriers within the city of Philadelphia and its suburbs. This home quality gives the Inquirer its commanding lead in advertising. In 1914 the Inquirer was third among all morning newspapers in the East in total paid advertising received.				
Jewish Morning Journal (Yiddish)..Rep				
Morn ex Sat.....	© 14,000	2.10	2.10 F	7-13½-294

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THE MARKET THAT'S IN PHILADELPHIA

Philadelphia is essentially a city of homes and it is a city that does not end with the city limits, but extends out into the country for a radius of twenty-five miles in every direction, and this district is known as the Philadelphia buying radius.

In this territory there is a population of over two and a half million, or, approximately five hundred thousand individual homes, of which forty per cent are owned, or are being bought by those who live in them. In no other city are there as many Building and Loan Associations as are to be found in the Philadelphia territory, there being over eight hundred separate organizations in Philadelphia alone, having approximately three-quarters of a million stockholders.

Perhaps because of this condition, statistics show that there are children in the majority of these homes, there being over two hundred and fifty thousand children of school age and nearly twice as many under the age of six years in this territory.

These families do not belong to the farming class, but are connected with the various manufacturing and other industries in and around Philadelphia, the majority of them, as is evidenced by the character of the homes, particularly in the suburbs, have comfortable incomes ranging from fifteen hundred dollars a year upward.

In addition to Building and Loan Societies, which act as saving funds and investments for those with smaller incomes, there are in Philadelphia thirty-four banks whose total deposits are close to two hundred million dollars.

Philadelphia leads the world in the manufacture of carpets and rugs, with a yearly output worth \$25,000,000 and employing 16,500 persons in 150 mills.

There are ninety-three establishments producing woolen cloths with a yearly output worth \$12,340,012.

There are one hundred and twenty-two cotton goods factories whose annual product is worth \$15,723,654.

Thirty-six establishments manufacture worsted cloths with a yearly output worth \$26,900,000.

One hundred and fifty hosiery and knit goods mills produce annually goods worth \$15,000,000.

Twenty-eight factories manufacture silk valued at \$4,531,794 annually.

Thirty-seven establishments produce millinery worth \$2,500,000 annually.

Eighty-four factories make men's hats, caps and materials valued at \$13,000,000 annually.

Three hundred and ninety-seven establishments produce men's clothing at an annual value of upwards of \$20,000,000.

Four hundred and fifty machine shops and other iron working establishments have an annual output of \$75,000,000.

There are more than one thousand houses in the city engaged in the wholesale trade.

Sixty-six shirt factories produce goods valued at \$6,000,000 annually.

Three of the leading railroad systems in the United States have their terminal and main offices in Philadelphia, namely, The Pennsylvania Railroad, Baltimore & Ohio Railroad and the Philadelphia & Reading Railway.

Philadelphia has thirty miles of available river front, lying between two great rivers, with thirty postal and trans-Atlantic steamship lines.

Philadelphia, with one-sixtieth of the population of the United States, furnishes one-twentieth of its manufactures.

Philadelphia's output in manufactures is equal to the total product of the State of New Jersey, and twice that of California.

Philadelphia's manufactories include 16,000 separate establishments, representing a capital investment of \$500,000,000.

These establishments employ 250,000 wage-earners, receiving annually \$115,847,076 in wages.

Philadelphia factories consume annually raw materials valued at \$400,000,000.

The value of the total annual output is \$703,466,526.

Philadelphia, for seventy-one years, has been the home of the largest saw works in the world.

As to locomotives, the fame of the Baldwin Locomotive Works, with an army of more than 19,000 skilled workmen, is international. Its immense Philadelphia plant, located on Broad Street between Spring Garden Street and Pennsylvania Avenue and extending west to Sixteenth Street—the very heart of the city—is one of the greatest attractions to all visitors. In past years it has been inspected by representatives of every nation on the globe. At the present time the capacity of the great works is nearly 3,000 locomotives annually, or about ten daily.

In drugs and chemicals, the name of Philadelphia is world-famed and the total volume of business conducted by the great wholesale drug houses of the city is second to no other city in the country. Some of the greatest authorities on drug manufacture are Philadelphians, who have spent more than half a century in the business, setting up a high standard for others to emulate. In this connection, it is proper to state that to Philadelphia belongs the credit of establishing the first pharmaceutical college in the country, its purpose being to educate young men in the scientific handling and compounding of drugs and medicines.

Philadelphia has probably the best printed and best edited newspapers published in the country. There are five morning newspapers and three evening papers. In these newspapers are to be found day after day the announcements of many advertisers that have appeared in their columns for thirty years or more.

PENNSYLVANIA—Continued.

Philadelphia—Continued.

Daily Newspapers.

North American	□..Ind-Rep..Morn ex Su.....	\$ 182,632	3.50	3.50 F	7-13 -295
	Su Morn	\$ 153,905	3.50	3.50 F	7-13 -295

† Members Audit Bureau Circulations. Leadership year after year in display advertising for pianos, automobiles, books, educational, etc., proving it to be Philadelphia's home newspaper. Mrs. Scott's famous food pages Tuesdays and Fridays offer exceptional opportunities for food manufacturers. Promotion Bureau renders unusual co-operation to advertisers. Declines liquor, fake financial, objectionable medical and misleading advertising.

Opinione (Ital)	..Rep..Morn & Su.....	—	.70		7-13 -280
	Min. rate, special yearly or monthly rates on request.				

Pennsylvania	□..Collegiate..Morn ex Su.....	© 1,600	.50		5-13 -224
	(Published only during college year.)				
	Min. rate 700 inches in 1 yr. .17 inch.				

Public Ledger	□..Ind..Morn ex Su.....	\$ 61,227	2.80	2.80 F	7-13 -297
	Su Morn	\$ 101,185	2.80	2.80 F	7-13 -297

Press	□..Rep..Morn ex Su.....	\$ 67,546	2.80	2.10 L	8-12½-310
	Su Morn	\$ 162,161	3.50	3.50 F	8-12½-310

Record	□..Ind-Dem..Morn ex Su.....	\$ 176,766	3.50	3.50 F	8-12½-340
	Su Morn	\$ 137,845	3.50	3.50 F	8-12½-340

☐ The circulation statement of the Philadelphia Daily and Sunday Record on which the above rating is based, showing the average net circulation per issue for the six months ending Sept. 30, 1914, is hereby guaranteed by the Charles H. Fuller Co. in the sum of \$100, which will be paid to the first advertiser using the Record who successfully controverts its accuracy. The advertiser is guaranteed permission to have a competent, certified public accountant audit the circulation books and records.

The average circulation of the Philadelphia Record for the six months ending December 31, 1914, was 177,633 for the daily and 141,329 for the Sunday.

Star	□..Rep..Eve ex Su.....	—	2.10	1.40 L	7-13 -280
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{ Tageblatt (Ger)	..Labor..Morn ex Su.....	—	1.40	.70 L	7-13 -280
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{ Sonntagsblatt (Ger)	..Labor..Su Morn.....	—	1.40	.70 L	7-13 -280
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Telegraph	□..Rep..Eve ex Su.....	\$ 123,408	2.80	2.10 L	7-13 -295
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Voce del Popolo (Ital)	..Ind..Morn ex Mon.....	\$ 25,000	1.00		7-13 -287
	Min. rate 1 in. daily 1 mo. \$7.00.				

Weekly Publications.

Baptist Commonwealth	..Bap..Thur	* 10,800	1.40	.98 A	3-13 -150
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† The only Baptist weekly in Pa., N. J., Del., Md. and D. C.

Builders' Guide	..Trade..Wed	* 5,000	1.50		3-15 -140
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Min. rate ½ p. wkly. 1 yr. \$10.82 insertion.

Bulletin of Photography	..Trade..Wed.....	© 2,217	2.25		2-16 -112
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Min. rate ¼ p. wkly. 1 yr. \$6.25 insertion.

Call	□..Ind..Mon & Thur.....	© 191,800	2.10		6-13 -273
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Min. rate 1 in. 52 con. insertions \$1.25 inch.

Catholic Standard & Times	□..Cath..Sat.....	© 21,458	1.40	.98 G	7-13 -285
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Country Gentleman	..Agri..Sat	© 281,708	21.00		4-13½-170
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Min. rate ¼ p. 1 tl. \$25.00.

Deutsche Lutheraner (Ger)	□..Luth..Thur....	© 3,400	1.12	.67½A	3-14 -147
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Eagle	□..Ind..Fri	© 10,875			6-13 -280
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Episcopal Recorder	..Ref-Epis..Thur	* 4,300	.84	.56 A	3-13 -154
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† Only publication of the Reformed Episcopal Church.

Forward	..Presb-Juv..Sat	© 312,335	14.00	12.60 A	4-13½-200
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† Official Y. P.'s paper of the Presbyterian Church, U. S. A.

Girls' World	..Bap..Sat	© 95,385	4.20	4.20 F	4-13 -200
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Lutheran	□..Luth..Thur	© 10,215	1.12	.67½A	4-13 -182
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Lutheran Church Work	..Luth..Thur.....	—	2.10	1.40 B	3-14 -140
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☐ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

PENNSYLVANIA—Continued.**Philadelphia—Continued.****Weekly Publications.**

	1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Lutheran Observer..Luth..Fri * 22,000	1.68	1.26 A	3-13½-150
† Lutheran Observer—representative weekly of the English Lutheran Church (G. S.), having two to three times circulation of any other Lutheran paper published.			
Lutheran Young People..Luth..Sat..... ———	1.40		3-13½-140
Min. rate 1 p. 1 tl. \$30.00.			
Methodist Times..Meth..Fri © 10,000	.84	.56 A	3-14 -147
Modern Merchant & Grocery World..Trade..Mon ———	2.25		4-13 -161
Min. rate 1 p. wkly. 1 yr. \$32.00 insertion.			
National Herald..Liquor..Sat ———	2.80		4-13 -175
Min. rate 1 p. wkly. 1 yr. \$50.00 page.			
News□..Ind-Rep..Mon & Thur..... © 400,000	2.10	1.26 L	7-13 -280
Nord Amerika (Ger)..Cath..Thur..... ———	1.20		6-13 -280
Min. rate 1 in. wkly. 1 yr. .48 inch.			
Northwest Record□..Ind-Rep..Mon & Thur... © 165,000	1.40	.98 L	6-13 -280
Pennsylvania Farmer..Agri..Sat © 42,349	3.50	3.50 F	4-13 -192
Presbyterian..Pres..Wed * 17,000	1.68	1.26 A	3-14 -154
† The Presbyterian—representative Presbyterian weekly in Pa., N. J., Del., Md. and D. C.			
Reformed Church Messenger.Reformed Ch..Thur* 10,700	1.12	.84 A	3-13½-157
† Official publication of the Reformed Church of the U. S.			
Saturday Evening Post..Lit..Sat..... © 1,907,041	112.00		4-13½-170
Min. rate ¼ p. 1 tl. \$1,250.00.			
Sonntags Journal (Ger)□..Rep..Su..... © 48,000	1.40		7-13 -287
Min. rate 25 inches \$1.00 inch.			
Sporting Life□..Sports..Sat © 33,126	3.50		4-13 -182
Min. rate 1 in. wkly. 1 yr. \$3.15 inch.			
Sunday Dispatch□..Rep..Su ———	1.40		7-12½-287
Min. rate 1 in. wkly. 1 yr. \$1.13 2-5 inch.			
Sunday School Times..Undenom..Sat..... * 101,960	11.20	8.96 B	4-13 -168
† The Sunday School Times—published 56 years; interdenominational; belongs to no sect or class; read entirely by adults; all home circulation; has a field and constituency entirely its own.			
Sunday Transcript..Ind..Su ———	1.40	1.12 G	6-13 -276
Way..Reformed Ch..Sat * 24,700	1.40	1.12 A	4-14 -182
† Official Y. P.'s paper of the Reformed Church of the U. S. A.			
Young Folks□..Luth..Sat © 3,100	1.68		3-14 -136
Min. rate \$1.00 4-5 inch on 32 insertions.			
Young Folks' Catholic Weekly..Cath..Sat..... © 18,500	1.40	1.00 A	3-13½-140
Young People..Bap..Sat © 185,250	8.40	8.40 F	4-13 -200
Youths' World..Bap..Sat © 96,713	4.20	4.20 F	4-13 -200

Monthly Publications.

Adult Class..Bap S S..M..... © 10,850	1.68	1.68 F	2-16½-105
American Church Sunday School Magazine			
Epis..M	1.68	1.40 A	2-15 -112
American Fertilizer□..Trade..Fortnightly * 2,500	12.00		2-17 -116
Min. rate 1 in. 26 tl. 1 yr. \$4.81 inch.			
American Review of Shoes & Leather			
Trade..M	3.00		3-13½-140
Min. rate 1 p. mo. 1 yr. \$41.67 insertion.			
Annals of Surgery..Surgical..M..... © 4,950			2-16 -114
¼ p. 1 tl. \$22.50. Other spaces pro rata.			
Assembly Herald□..Presb..M © 53,731	3.50		2-15 -112
Min. rate ¼ p. mo. 1 yr. \$10.63 insertion.			
Augsburg Sunday School Teacher..Luth..M..... ———	2.10	2.10 F	2-15 -100

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PENNSYLVANIA—Continued.

Philadelphia—Continued.

Monthly Publications.

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Automobile Trade Journal..Trade..M.....	23,249			2-15 -112
¼ p. 1 tl. \$16.50. Min. rate 2 p. mo. 1 yr. \$63.75 page.				
Baptist Sunday School Lesson Books:				
Advanced Quarterly	488,000	35.00	35.00 F	2-15 -106
Junior Quarterly	228,200	17.50	17.50 F	2-15 - 94
Primary Quarterly	208,250	17.50	17.50 F	2-15 -100
Senior Quarterly	182,500	17.50	17.50 F	2-15 -105
Baptist Superintendent..Bap S S..M.....	5,150	1.40	1.40 F	2-13½-112
Baptist Teacher..Bap S S..M	63,600	5.60	5.60 F	2-13½-105
Book News Monthly..Lit..M.....		3.50		2-16 -112
Min. rate ¼ p. mo. 1 yr. \$3.50 insertion.				
Camera..Trade..M	7,813	6.30		2-16 -112
Min. rate 1 p. mo. 1 yr. \$50.40 insertion.				
Carriage Monthly..Trade..M	4,000			2-22 -140
1-12 p. 1 tl. \$16.00. Min. rate 1 p. mo. 1 yr. \$54.17 insn.				
Chilton Automobile Directory..Motor..Quar.....				2-15 -112
¼ p. 1 tl. \$45.00. Min. rate 2 p. 4 tl. \$87.50 page.				
Commercial America (Eng & Span)				
Foreign Trade..M	15,000			2-22½-147
¼ p. 3 tl. \$40.00. Min. rate 1 p. mo. 1 yr. \$66.67 insn.				
Commercial Car Journal..Trade..M.....	6,126			3-14 -140
¼ p. 1 tl. \$30.00. Min. rate 2 p. mo. 1 yr. \$66.75 page.				
Confectioners' Journal..Trade..M	6,006			2-23 -147
1-16 p. \$6.00. Min. rate 1 p. mo. 1 yr. \$36.67 insertion.				
Ecclesiastical Review..Cath..M	15,000			2-15 -105
¼ p. \$7.50. Min. rate ¼ p. mo. 1 yr. \$10.42 insertion.				
Etude..Musical..M	223,698	11.20		4-13 -168
Min. rate ¼ p. 1 tl. \$125.00.				
Circulation, net paid average monthly edition, or rebate, guaranteed by Etude.....				
	225,000			
Farm Journal..Agrl..M	845,927			3-13½-150
Rate October to May, incl., \$63.00 inch flat. Rate June to September, incl., \$53.00 inch flat.				
Fashions..Fash..M		17.50		4-13½-200
Min. rate ¼ p. 1 tl. \$200.00.				
Forecast Magazine..Pure Food..M				2-16 -112
1-16 p. 1 tl. \$9.00. Min. rate 1 p. 1 tl. \$75.00.				
Heidelberg Teacher..Ref-Chr..M	15,400	1.68	1.51½A	2-16 -112
Home & School..Bap..M.....	15,750	2.10	2.10 F	2-13½-112
Home Mission & Church Extension Quarterly Bul- letin..Meth..Quar	19,500			
(Does not accept advertising.)				
Hotel & Club News..Hotel..M.....		2.00		3-13½-140
Min. rate 1 in. mo. 1 yr. \$1.00 inch.				
Junior & Intermediate Quarterly..Epls S S..Quar		2.10	1.68 A	2-13 -105
Keystone..Jewelry..S-M	15,500	3.00		4-12 -152
Min. rate 1 p. s.-mo. 1 yr. \$47.50 insertion.				
Keystone Magazine of Optometry..Optical..Fort..*	12,500			2-16 -112
Knights of the Golden Eagle□..Frat..M.....	2,000	2.10		3-15 -140
Min. rate 1 p. 6 mos. \$21.25 insertion.				
Ladies' Home Journal..Lit..M	1,582,208	112.00		4-13½-200
Min. rate ¼ p. (D. C.) \$1,500.00.				
Lippincott's Magazine..Lit..M.....				
(Moved to New York City Dec. 1, 1914.)				
Lutheran Messenger□..Luth..M	2,400	.56		3-15 -150
Min. rate 1 in. mo. 1 yr. .44-5 inch.				
Master Printer..Trade..M				2-22 -136
¼ p. 1 tl. \$18.00. Min. rate 1 p. mo. 1 yr. \$50.00.				
Medical Council□..Med..M	28,000	8.40		2-16 -119
Min. rate 1 p. mo. 1 yr. \$50.00 insertion.				

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 average circulation for six months ending September 30, 1914, unless otherwise noted.

PENNSYLVANIA—Continued.

Philadelphia—Continued.

Monthly Publications.

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Medical Summary..Med..M	* 10,000			2-15 -119
1 in. mo. 1 yr. \$2.08 insertion. Min. rate 1 p. mo. 1 yr. \$20.88 insertion.				
Medical World☐..Med..M	© 21,536			2-16½-115
1-16 p. 1 tl. \$6.00. Min. rate 1 p. mo. 1 yr. \$41.67 page.				
Motor Print..Motoring..M	© 32,168	14.00		4-13½-168
(Motor Life of New York was consolidated with Motor Print Oct. 14, 1914.) Min. rate 1 p. mo. 1 yr. \$150.00 insertion.				
National Baker..Baking..M	© 2,100			2-22 -140
¾ p. 1 tl. \$6.50. Min. rate 1 p. mo. 1 yr. \$24.00 insn.				
New Ideas☐..Family..M	© 155,122	8.40		4-13 -180
Min. rate 1 p. 1 tl. \$302.40.				
† Based on rate, quality and quantity of circulation, as well as results, New Ideas, Philadelphia, Pa., will compare favorably with any mail order paper published. The shrewdest advertisers who keep the closest records of results are our constant patrons.				
Pennsylvania Herald☐..Interdenom..M	© 9,900	1.00	.75 A	2-13½-110
Practical Farmer..Agrl..S-M	—	4.20		4-13½-182
(Changed from weekly July 15, 1914.) Min. rate 1 p. 1 tl. \$200.00.				
Railroad Wire & Signal..Labor..M.....	—	1.00		2-13 -105
Min. rate ¾ p. 1 tl. \$7.50.				
Reformed Church Sunday School Lesson Books: (Heidelberg Series)				
{ Advanced Scholars (Quarterly).....	* 101,100	5.60	4.20 A	2-16 -112
{ Home Department Quarterly.....	* 22,300	.98	.70 A	2-16 -112
{ Intermediate Quarterly	* 27,860	1.68	1.40 A	2-16 -112
{ Junior Quarterly	* 22,500	1.26	.98 A	2-16 -112
Scattered Seeds..Friends..Juv..M	—	.75	.50 A	2-15 - 98
School Progress	—	1.50		2-16 -112
Min. rate ¾ p. 1 tl. \$5.00.				
Senior Church Quarterly..Epis S S.....	—	1.26	.98 A	2-13 -105
Service..Bap..M	© 9,800	1.68		2-15 -112
¾ p. 1 tl. \$6.25.				
Shoe & Leather Facts☐..Trade..M.....	© 4,380	5.00		3-16 -168
Min. rate 1 p. mo. 1 yr. \$40.00 insertion.				
Textile Colorist..Textile Dyeing & Ptg..M....	© 3,950			2-22½-130
1-20 p. mo. 1 yr. \$3.34 insertion. Min. rate 1 p. mo. 1 yr. \$37.50 insertion.				
Traveling Elk☐..Frat..M	© 5,864	2.80		3-14 -140
Min. rate 1 p. 1 tl. \$60.00.				
Twentieth Century Pastor..Undenom..M.....	—	2.50		2-13½-112
Min. rate ¾ p. mo. 1 yr. \$6.75 insertion.				
Westminster Teacher..Presb..M	© 52,923	3.50	3.15 A	2-16 -119
World Wide..Bap..M	© 11,600			2-18 -119
¾ p. 1 tl. \$6.25. Other spaces pro rata.				

Yearly Publications.

Lutheran Church Almanac..Luth..Yearly.....	—			2-14 - 94
¾ p. \$22.50. Min. rate 1 p. \$60.00.				
Lutherische Kalender (Ger)..Luth..Yearly.....	—			2-14 - 94
¾ p. \$9.00. Min. rate 1 p. \$25.00.				

Philipsburg (F 5)—Pop. 3,585.

Daily Newspapers.

Journal..Ind..Eve ex Su.....	\$ 1,090			6-13 -280
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Phoenixville (L 6)—Pop. 10,743.

Daily Newspapers.

Republican..Ind-Rep..Eve ex Su.....	* 2,900	.12½	.12½F	7-13 -280
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average circulation for six months ending September 30, 1914, unless otherwise noted.

PENNSYLVANIA—Continued.

Pittsburgh (B 5½)—Pop. 538,905.

Daily Newspapers.

{ Chronicle Telegraph	□..Rep..Eve ex Su.....	⊙ 82,407	2.52	1.40	I	8-13	-303
{ Gazette Times	□..Rep..Morn ex Su	⊙ 82,087	2.80	1.75	I	8-13	-303
	Su Morn	⊙ 89,295	2.80	1.75	I	8-13	-303
Dispatch	□..Ind..Morn ex Su.....	⊙ 64,814	2.52	1.12	L	7-13	-294
	Su Morn	⊙ 70,570	3.50	1.96	L	7-13	-294
Leader	□..Ind..Eve ex Su.....	} \$ 81,095	1.12	1.12	F	8-13	-304
	Su Morn		1.12	1.12	F	8-13	-304
Live Stock Journal..Live Stock..Eve ex Su.....		—	.35			7-13	-280
	Min. rate 6 in. daily 1 yr. .17 inch.						
{ Post	□..Dem..Morn ex Su.....	\$ 50,731	1.12	1.12	F	7-13	-305
	Su Morn	\$ 71,776	1.40	1.40	F		
{ Sun	□..Dem..Eve ex Su.....	\$ 46,111	1.12	1.12	F	7-13	-305
Press	□..Ind-Rep..Eve ex Su.....	\$ 113,787	2.80	1.40	K	8-13	-304
	Su Morn	⊙ 97,939	2.80	1.40	K	8-13	-304
Slovensky-Dennik (Slav)..Ind..Morn ex Su.....		—	.25	.15	N	7-13	-294
Volkblatt & Freiheits Freund (Ger)..Ind							
	Morn ex Su	—	1.40	1.40	F	8-13	-304
	Su Morn	—	1.40	1.40	F	8-13	-304

Weekly Publications.

Amerikansko Slovenske Noviny (Slovak)..Ind Wed ——— .40 .40 F 7-13 -294									
Beobachter (Ger)..Dem..Fri ——— .60 .35 I 7-13 -294									
Catholic..Cath..Thur ——— 1.20 .77 A 4-15 -210									
Christian Advocate..Meth..Thur ——— 3.50 3.50 F 3-13½-148									
Christian Instructor..United Presb..Tu..... © 3,100 .84 .84 F 3-16½-178									
Christian Union Herald..United Presb..Thur.. © 37,900 2.75 2.06 A 3-15 -161									
Construction Record..Building..Sat * 3,800 2-21 -140									
Hasio Polskie (Pol)..Ind..Sat..... © 8,000 .75 .25 N 6-13 -280									
Index□..Society..Sat © 9,560 2.10 2.10 F 4-13½-196									
Jewish Criterion (Jewish)..Fri..... ——— 1.00 4-13 -175 Min. rate 1 p. 4 tl. \$12.75 page.									
Labor World..Labor..Thur ——— 1.40 .70 A 5-13 -231									
Methodist Recorder..Meth-Prot..Wed ——— 1.12 .95½A 3-13 -126									
National Stockman & Farmer..Agri..Sat..... © 131,725 8.40 8.40 F 4-13 -182									
New Guide..Meth-Prot..Juv..Tu © 23,500 1.40 1.40 F 4-13 -190									
Presbyterian Banner..Presb..Thur ——— 2.10 1.26 C 3-14½-160									
Slovensky Hlasnik (Slovak)..Relig..Thur..... ——— .40 6-13 -280 Min. rate 3 in. wkly. 1 yr. .87 insertion.									
Sojus (Ruthenian)..Ind..Thur * 1,500 .35 3-14½-163 Min. rate 1 in. wkly. 1 yr. .15 inch.									
Sonntagsbote (Ger)..Neut..Sat ——— .60 .50 B 7-13 -308									
Spectator..Soc..Fri ——— 1.25 1.00 A 4-13 -182									
United Presbyterian□..United Presb..Thur..* 17,000 1.68 1.17½C 3-15 -161									
Volksfreund (Yiddish)□..Ind..Fri © 5,000 .50 .20 N 7-13 -308									

Monthly Publications.

Automobile Journal..Motoring..M	2.00	3-14 -140
Min. rate ¼ p. mo. 1 yr. \$10.00 insertion.		
Bible Teacher..United Presb..M	7,200	2-14 -112
½ p. 1 ti. \$3.00. Min. rate ¼ p. 1 ti. \$5.00.		
Dilgeles (Lithuanian)..Ind..Humorous..Fort..©	2,800	6-13 -273
Electric Journal..Trade..M	11,463	2-20 -140
½ p. 1 ti. \$17.00. Min. rate 1 p. mo. 1 yr. \$40.00 insn.		

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 average circulation for six months ending September 30, 1914, unless otherwise noted.

PENNSYLVANIA—Continued.**Pittsburgh—Continued.****Monthly Publications.**

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
General Store..Trade..M	_____	3.50		2-21 -140
Min. rate 1 p. mo. 1 yr. \$35.00 insertion.				
Home Visitor..United Presb..Quar.....	⊙ 9,400	1.50		2-15 -105
Min. rate 1 p. 1 tl. \$15.00.				
In the Open..Outdoor Sports..M.....	_____	3.00		2-15 -115
Min. rate 1 p. mo. 1 yr. \$37.50 insertion.				
Men's Record & Missionary Review□				
United Presb..M	⊙ 3,500			2-15 -112
½ p. 1 tl. \$4.00. 1 p. 1 tl. \$15.00.				
Methodist Protestant Sunday School Lesson Books:				
{ Our Bible School Advanced Quarterly..... }	⊙ 80,000			2-14½-108
{ Our Bible School Home Department Quarterly }	⊙ 2,500			2-14½-108
{ Our Bible School Intermediate Quarterly.... }	⊙ 25,000			2-14½-108
{ Teachers' Journal	⊙ 12,000			2-14½-108
Oral Hygiene..Dental..M	⊙ 41,914			2-12 - 98
½ p. 1 tl. \$20.00. Min. rate 1 p. mo. 1 yr. \$75.50 insn.				
Poultry & Farm Review..Poultry & Agri..M....	_____	2.00		3-13 -140
Min. rate 1 in. mo. 1 yr. \$1.80 inch.				

Pittston (L 4)—Pop. 16,267.**Daily Newspapers.**

Gazette..Rep..Eve ex Su.....	_____	.30	.15 I	7-13 -294
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Pottstown (L 6)—Pop. 15,599.**Daily Newspapers.**

Ledger..Ind..Eve ex Su.....	\$ 2,000	.25	.08 N	7-13 -280
News□..Ind..Morn ex Su.....	\$ 5,123	.70	.18 N	7-13 -283

Pottsville (K 5)—Pop. 20,236.**Daily Newspapers.**

Chronicle□..Ind..Eve ex Su.....	_____	.16	.16 F	7-13 -280
Journal□..Rep..Eve ex Su	\$ 3,800	.35	.20 B	7-13 -287
Republican□..Rep..Eve ex Su.....	⊙ 10,973	1.40	.36 N	7-13 -308

Weekly Publications.

Herald□..Rep..Fri	⊙ 2,500			7-13 -287
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Punxsutawney (D 4½)—Pop. 4,375.**Daily Newspapers.**

Spirit..Ind..Rep..Eve ex Su	\$ 4,000	.25	.15 A	7-13 -280
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Reading (L 6)—Pop. 96,071.**Daily Newspapers.**

Eagle□..Ind..Eve ex Su.....	\$ 20,031	1.12	.56 C	8-12½-290
Su Morn				
Herald□..Ind..Eve ex Su.....	_____	.75	.28 N	7-13 -294
{ News-Times□..Ind..Morn ex Su..... }	\$ 23,012	.56	.49 C	8-13 -280
(News & Times consolidated March 9, 1914.)				
{ Telegram□..Ind..Eve ex Su..... }				8-13 -280

Weekly Publications.

Eagle□..Ind..Sat	⊙ 4,116	1.10	.17½G	8-12½-290
Reformed Church Record..Ref..Thur.....	⊙ 5,589	.75		7-13 -287
Min. rate 1 in. wkly. 1 yr. .28 4-5 insertion.				

Ridgway (E 4)—Pop. 5,408.**Daily Newspapers.**

Record..Rep..Eve ex Su.....	\$ 1,793	.10	.10 F	6-13 -276
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\$ Government statement—See page 5. * Gross circulation. ⊙ Net circulation. □ Can use matrices.
 † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
 are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
 average circulation for six months ending September 30, 1914, unless otherwise noted.

PENNSYLVANIA—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
St. Mary's (E 4)—Pop. 6,346.				
<i>Daily Newspapers.</i>				
Press..Ind..Eve ex Su.....	\$ 705			6-13 -252
Sayre (J 2½)—Pop. 6,426.				
<i>Daily Newspapers.</i>				
Times-Record..Prog..Eve ex Su.....	—	.10	.10 F	6-13 -280
Scottsdale (C 6)—Pop. 5,456.				
<i>Weekly Publications.</i>				
Mennonische Rundschau (Ger)..Mennonite Wed	* 6,000	.50	.30 B	3-15 -147
Scranton (L 4)—Pop. 129,867.				
<i>Daily Newspapers.</i>				
News□..Ind-Prog..Morn ex Su.....	\$ 24,040	.70	.42 G	7-13 -308
Times□..Dem..Eve ex Su.....	\$ 35,640	1.40	.70 C	7-13 -300
{ Tribune Republican□..Ind-Rep..Morn ex Su } ©	33,893	1.40	.70 L	7-13 -297
{ Truth□..Ind-Rep..Eve ex Su..... }				7-13 -297
<i>Weekly Publications.</i>				
Il Minatore (Ital)..Ind..Thur.....	—	.70	.66½A	7-13 -300
Pennsylvanski Gornik (Polish)..Ind..Fri.....	—	.56	.53½A	7-13 -300
Hirnyk (Ruthenian)..Ind..Fri.....	—	.56	.53½A	7-13 -300
Scrantonian..Ind..Su	—	.70	.70 F	7-13 -294
<i>Monthly Publications.</i>				
Board of Trade & Engineering..Industrial..M.... 1-16 p. 1 tl. \$4.00. Min. rate 2 p. mo. 1 yr. \$27.00 page.	—			2-22½-133
Colliery Engineer□..Tech..M	© 13,065			2-21 -140
1-16 p. 1 tl. \$7.50. Min. rate 2 p. mo. 1 yr. \$60.00 page.				
Retail Equipment..Trade..M	—	2.50		4-13½-161
Min. rate 1 p. mo. 1 yr. \$22.50 insertion.				
Sellersville (M 6)—Pop. 1,572.				
<i>Monthly Publications.</i>				
Poultry Item..Poultry..M	© 35,000	4.20	2.24 G	3-13 -140
Shamokin (J 5)—Pop. 19,588.				
<i>Daily Newspapers.</i>				
Dispatch□..Ind..Eve ex Su.....	\$ 4,117	.75	.20 A	7-13 -280
Herald..Rep..Eve ex Su.....	—	.50	.06 I	7-13 -308
News..Rep..Eve ex Sat.....	© 4,236	.75	.18 I	7-13 -280
Sharon (A 4)—Pop. 15,270.				
<i>Daily Newspapers.</i>				
Herald□..Ind-Rep..Eve ex Su.....	\$ 3,102	.12	.12 F	7-13 -287
Telegraph□..Ind-Rep..Eve ex Su.....	\$ 4,271	.25	.15 G	7-13 -287
Shenandoah (K 5)—Pop. 25,774.				
<i>Daily Newspapers.</i>				
Herald..Rep..Eve ex Su.....	\$ 3,250	.25	.15 I	7-13 -280
Smethport (E 3)—Pop. 1,817.				
<i>Monthly Publications.</i>				
Boy's Magazine..Juv..M	* 100,238	7.00		4-13½-180
Min. rate ¼ p. 1 tl. \$31.90.				

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
 ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
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 average circulation for six months ending September 30, 1914, unless otherwise noted.

PENNSYLVANIA—Continued.

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
South Bethlehem (M 5)—Pop. 19,973.				
<i>Daily Newspapers.</i>				
Globe☐..Ind..Eve ex Su.....	\$ 7,316	.30	.15 P	7-13 -290
Stroudsburg (M 4½)—Pop. 4,379.				
<i>Daily Newspapers.</i>				
Record..Dem..Eve ex Su.....	—	.05	.05 F	7-13 -280
Times-Democrat..Ind..Eve ex Su.....	\$ 3,581	.75		7-13 -280
Min. rate 10 in. daily 1 yr. \$150.00.				
Sunbury (J 5)—Pop. 13,770.				
<i>Daily Newspapers.</i>				
Daily..Non-Part..Eve ex Su.....	\$ 2,892	.20	.12½ I	7-13 -287
Item..Ind..Eve ex Su.....	—	.18	.10 I	6-13 -273
Susquehanna (L 2½)—Pop. 3,478.				
<i>Daily Newspapers.</i>				
Transcript..Ind..Eve ex Su.....	\$ 918	.07	.07 F	7-13 -308
Tamaqua (K 5)—Pop. 9,462.				
<i>Daily Newspapers.</i>				
Courier..Ind-Rep..Eve ex Su.....	—	.10	.10 F	7-13 -280
Tarentum (C 5)—Pop. 7,414.				
<i>Daily Newspapers.</i>				
News..Local..Eve ex Su.....	\$ 1,725	.07	.07 F	7-13 -287
Titusville (C 3)—Pop. 8,533.				
<i>Daily Newspapers.</i>				
Herald☐..Rep..Morn ex Su.....	\$ 4,741	.35	.10 N	7-13 -287
Towanda (J 3)—Pop. 4,281.				
<i>Daily Newspapers.</i>				
Review..Ind..Morn ex Su.....	\$ 4,200	.25	.10 I	7-13 -287
Tyrone (F 5)—Pop. 7,176.				
<i>Daily Newspapers.</i>				
Herald..Rep..Eve ex Su.....	\$ 1,800	.15	.05 N	7-13 -280
Uniontown (C 7)—Pop. 13,344.				
<i>Daily Newspapers.</i>				
{ Genius☐..Dem..Eve ex Su.....	\$ 4,379	.15	.07 N	7-13 -280
{ Herald☐..Rep..Morn ex Su.....	\$ 10,516	.35	.15 N	7-13 -280
News-Standard☐..Dem..Eve ex Su.....	\$ 4,087	.10	.10 F	7-13 -287
Record..Ind..Morn ex Su.....	\$ 4,831			7-13 -287
Warren (D 3)—Pop. 11,080.				
<i>Daily Newspapers.</i>				
Mirror..Rep..Eve ex Su.....	—	.10	.10 F	7-13 -280
Times☐..Dem..Eve ex Su.....	⊙ 3,900	.30	.12 N	7-13 -280
Washington (B 6)—Pop. 18,778.				
<i>Daily Newspapers.</i>				
News..Ind..Eve ex Su.....	\$ 3,169	.30	.15 I	7-13 -304
Observer..Ind..Morn ex Su.....	\$ 9,475	.20	.20 F	7-13 -280
Reporter..Ind..Eve ex Su.....	\$ 3,753	.20	.20 F	7-13 -280

⌘ Government statement—See page 5. *Gross circulation. ⊙ Net circulation. ☐ Can use matrices.
 ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
 are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
 average circulation for six months ending September 30, 1914, unless otherwise noted.

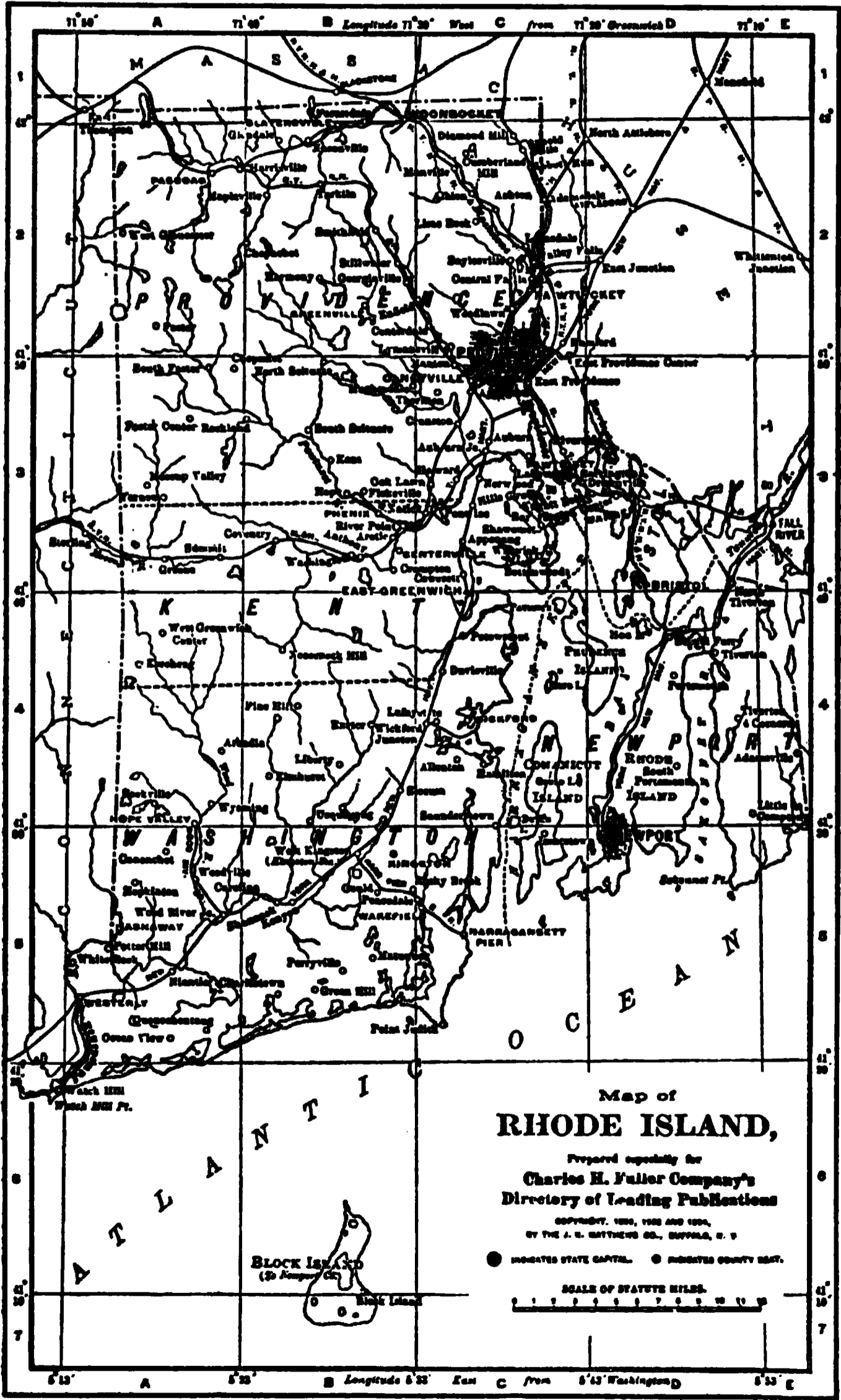
PENNSYLVANIA—Continued.

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Waynesboro (G 7)—Pop. 7,199.				
<i>Daily Newspapers.</i>				
Herald..Ind..Eve ex Su.....	\$ 2,018	.25	.08 I	6-13 -280
Record..Rep..Eve ex Su.....	© 2,935	.12	.12 F	7-13 -287
Waynesburg (B 7)—Pop. 3,545.				
<i>Daily Newspapers.</i>				
Times..Dem..Morn ex Su.....	© 1,050	.04		6-13 -276
Min. rate 1 in. daily 1 yr. \$12.00.				
West Chester (L 6½)—Pop. 11,767.				
<i>Daily Newspapers.</i>				
Local News□..Neut..Eve ex Su.....	© 12,500	1.12	.42 B	7-13 -300
† Daily Local News Company (Inc.), Publishers; W. H. Hodgson, Pres.; W. W. Thompson, Editor. The Daily Local News report to the Government for six (6) months ending October 1, 1914, showed an average circulation, daily, 12,500. This means 60,000 daily readers. A clean home newspaper.				
Star□..Ind..Morn ex Su.....	—	.35	.15 I	7-13 -280
Wilkes-Barre (L 4)—Pop. 67,105.				
<i>Daily Newspapers.</i>				
News□..Rep..Eve ex Su.....	© 14,885	.42	.28 O	7-13 -294
Record□..Rep..Morn ex Su.....	\$ 15,472	1.00	.35 N	7-13 -294
Times-Leader□..Ind..Eve ex Su.....	\$ 20,468	1.00	.35 I	7-13 -299
<i>Weekly Publications.</i>				
Bratstvo (Slovak)..Ind..Thur	—	.40	.25 O	7-13 -280
Express (Ger)..Rep..Sat	* 6,500	.18	.18 F	7-13 -280
Gornik (Polish)..Ind..Sat	© 5,500	.35	.20 A	7-13 -280
Sunday Independent□..Ind..Su	—	.42	.28 G	7-13 -301
<i>Yearly Publications.</i>				
Bratstvo Almanac (Slovak)..Family.....	—			2-13 -105
¼ p. \$5.00. Min. rate 1 p. \$25.00.				
Williamsport (H 4)—Pop. 31,860.				
<i>Daily Newspapers.</i>				
Gazette & Bulletin□..Ind-Rep..Morn ex Su....	\$ 10,657	.56	.21 D	7-13 -280
Sun□..Ind-Dem..Eve ex Su.....	© 16,828	1.12	.35 L	7-13 -294
<i>Weekly Publications.</i>				
Grit□..Ind..Su	* 273,599	10.50	10.50 F	7-13 -294
(Cir. rating is average for 12 mos. from Jan. 1 to Dec. 31, 1914.)				
† GRIT circulates exclusively in the smaller cities, towns and villages, distributed by its own boy agents and carriers on 14,000 routes. Now and for a quarter of a century a noted result-getter for mail order advertisers. Used extensively by the leading general publicity advertisers to reach the profitable small town trade. Maps showing circulation, distribution, and all sorts of data concerning readers cheerfully furnished.				
THE JOHN BUDD COMPANY, Advertising Representatives, New York, Chicago and St. Louis.				
Sun□..Ind-Dem..Mon, Wed, Fri.....	© 3,591	.15	.15 F	7-13 -294
York (J 6½)—Pop. 44,750.				
<i>Daily Newspapers.</i>				
{ Daily□..Ind..Morn ex Su.....	\$ 6,640	.84	.35 I	8-13 -308
{ Dispatch□..Rep..Eve ex Su.....	\$ 12,356			8-13 -308
Gazette□..Dem..Morn ex Su.....	\$ 8,094	.50	.18 I	7-13 -287

\$ Government statement—See page 5. *Gross circulation. ©Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 8. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

RHODE ISLAND.

Cities and Towns of—	No.	Pop.
100,000 inhabitants or more.....	1	224,326
50,000 to 100,000 inhabitants.....	1	51,622
25,000 to 50,000 inhabitants.....	3	91,903
10,000 to 25,000 inhabitants.....	4	69,776
5,000 to 10,000 inhabitants.....	9	63,915
2,500 to 5,000 inhabitants.....	7	23,112
Rural territory.....		17,956
Total number of dwellings in state.....		79,725
Total number of families in state.....		117,796



RHODE ISLAND—Pop. 542,610.				1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Newport (D 4½)—Pop. 27,149.						
<i>Daily Newspapers.</i>						
Herald☐...Ind..Morn ex Su.....	\$ 2,908	.28	.12 N	7-13	-287	
News☐...Non-Part..Eve ex Su.....	\$ 4,647	.75	.16 N	7-13	-287	
Pawtucket (C 2)—Pop. 51,622.						
<i>Daily Newspapers.</i>						
Times☐...Ind-Rep..Eve ex Su.....	© 21,059	1.40	.42 N	8-13	-303	
‡ The Times goes into 90% of the homes in Pawtucket and Central Falls, combined population 75,000. No field anywhere is so thoroughly covered by one newspaper. Providence is the trading point for a large portion of our readers, therefore the Times should be included in every campaign going into Providence. Member A. B. C.						
<i>Monthly Publications.</i>						
Accessory & Garage Journal...Trade..M.....	© 18,000			2-21	-140	
½ p. 1 tl. \$14.00. Min. rate 1 p. mo. 1 yr. \$50.00 insn.						
Automobile Journal...Motoring..S-M	© 19,154	7.50		2-19	-119	
Min. rate 1 p. mo. 1 yr. \$52.00 insertion.						
Motor Truck...Mechanical..M	© 9,520			2-21	-140	
½ p. 1 tl. \$14.00. Min. rate 1 p. mo. 1 yr. \$50.00 insn.						
Providence (C 2½)—Pop. 224,326.						
<i>Daily Newspapers.</i>						
Bulletin☐...Ind..Eve ex Su.....	\$ 48,018	1.26	1.26 F	7-13	-277	
‡ Two cent paper. Sworn net paid circulation. Member A. B. C. Rate flat. Indispensable in New England campaigns.						
Journal☐...Ind..Morn ex Su.....	\$ 22,032	.98	.98 F	7-13	-277	
Su Morn	\$ 33,581	1.12	1.12 F	7-13	-277	
‡ Two cent newspaper. Sworn net paid circulation. Member A. B. C. Rate flat. Only morning daily among 500,000 people.						
News...Rep..Eve ex Su.....	—	.42	.35 L	7-13	-280	
‡ The Evening News is Rhode Island's popular penny paper.						
Tribune...Ind..Eve ex Su.....	—	1.12	.70 D	7-13	-280	
Su Morn	—	1.12	.70 D	7-13	-280	
‡ Providence Is an evening newspaper field, And with its tributary environments, it contains practically the entire population of Rhode Island, which is one of the wealthiest and most densely populated sections of the country. You cannot cover Providence and vicinity without The Tribune, Evening and Sunday.						
<i>Weekly Publications.</i>						
Manufacturing Jeweler...Jewelry..Thur	© 5,000	2.00		3-14	-140	
Min. rate 1 p. wkly. 1 yr. \$20.00 insertion.						
Westerly (A 5)—Pop. 8,696.						
<i>Daily Newspapers.</i>						
Sun☐...Rep..Eve ex Sat.....	© 4,934	.30	.15 N	7-13	-276	
Woonsocket (B 1)—Pop. 38,125.						
<i>Daily Newspapers.</i>						
Call-Reporter☐...Ind..Eve ex Su.....	—	1.00	.30 I	7-13	-280	
Tribune (Fr)...Rep..Eve ex Su.....	—	.75	.20 N	7-13	-280	
<i>Monthly Publications.</i>						
L'Union (Fr)...Cath-Frat..M	© 25,460	2.00		4-13½	-192	
Min. rate 1 inch mo. 1 yr. \$1.00 inch.						

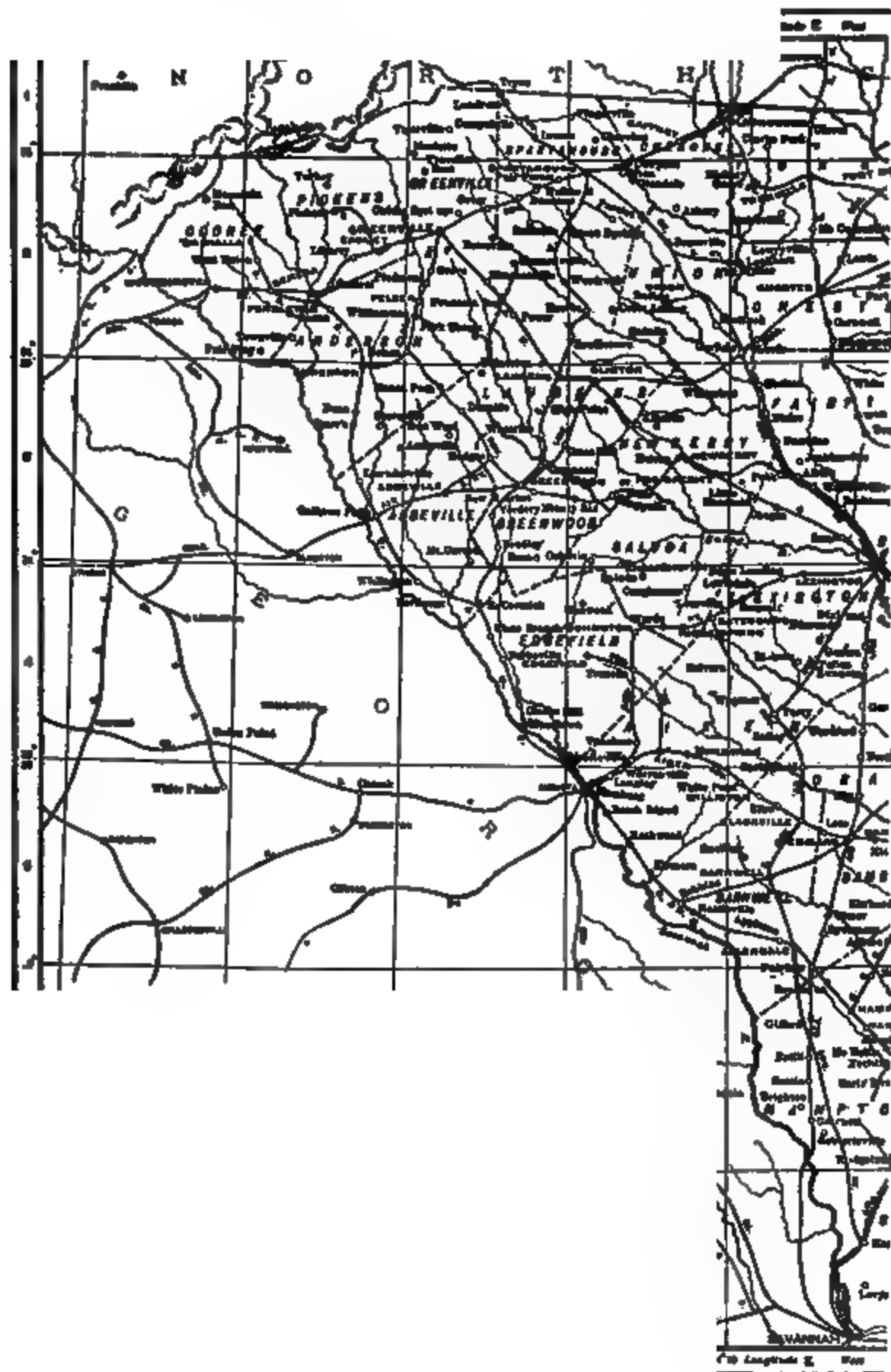
§ Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices.
‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

SOUTH CAROLINA—Pop. 1,515,400.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Anderson (B 2½)—Pop. 9,654.				
<i>Daily Newspapers.</i>				
Intelligencer...Dem..Morn ex Mon.....	\$ 2,350	.15	.15 F	7-13 -280
Mail☐...Dem..Eve ex Su.....	\$ 3,021	.30	.10 H	6-13 -276
<i>Weekly Publications.</i>				
Southern Christian Advocate..Meth..Thur.....	—	.80	.64 I	4-13 -196
† Jacobs & Co., Clinton, S. C., guarantee 8,000 circulation.				
Bennettsville (H 2)—Pop. 2,646.				
<i>Weekly Publications.</i>				
Pee Dee Advocate...Dem..Thur.....	© 2,120	.15	.15 F	6-13 -276
Charleston (H 6)—Pop. 58,833.				
<i>Daily Newspapers.</i>				
{ News & Courier☐...Dem..Morn ex Su..... }	© 10,323	.84	.42 E	7-13 -294
{ News☐...Dem..Su Morn	© 12,041	.84	.42 E	7-13 -294
Post☐...Ind-Dem..Eve ex Su.....	© 8,692	.56	.28 I	7-13 -280
† The Charleston Post is only evening paper in this rapidly growing city. Mem. A. B. C. The John Budd Co., Adv. Reprs.				
<i>Weekly Publications.</i>				
Deutsche Zeitung (Ger & Eng)☐...Dem..Sat....	—	.25	.15 N	6-13 -276
Clinton (D 2½)—Pop. 3,272.				
<i>Weekly Publications.</i>				
Thornwell Messenger...Presb..Fri	© 3,400	.42	.33 I	3-13 -140
† Write Jacobs & Co., Clinton, S. C., for full information.				
<i>Monthly Publications.</i>				
Our Monthly☐...Presb..M	* 4,200	.42	.33 I	2-13 - 91
† Write Jacobs & Co., Clinton, S. C., for full information.				
Columbia (E 3½)—Pop. 26,319.				
<i>Daily Newspapers.</i>				
Record☐...Ind..Eve ex Su.....	© 10,022	.28	.28 F	7-13 -294
Su Morn	© 9,352	.28	.28 F	7-13 -294
† The Record guarantees a larger paid circulation in Columbia and within 50 miles than any other newspaper. This claim has never been disputed.				
State☐...Dem..Morn ex Su.....	\$ 20,724	.84	.56 D	7-13 -294
Su Morn	}			
† The State has a national reputation for its power and influence editorially. Also largest circulation any paper in South Carolina. Member A. B. C. John Budd Co., Adv. Reprs.				
<i>Weekly Publications.</i>				
Lutheran Church Visitor..Luth..Thur.....	© 6,500	.65	.52 I	3-14 -140
State☐...Dem..Tu & Fri.....	© 5,415	.28	.28 F	7-13 -294
Way of Faith..Holiness..Thur.....	—	.69	.55 I	3-13 -142
† Jacobs & Co., Clinton, S. C., guarantee 6,933 circulation.				
Due West (C 3)—Pop. 672.				
<i>Weekly Publications.</i>				
Associate Reformed Presbyterian Ref Presb..Wed	—	.28	.22 I	4-13 -168
† Jacobs & Co., Clinton, S. C., guarantee 2,800 circulation.				

\$ Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

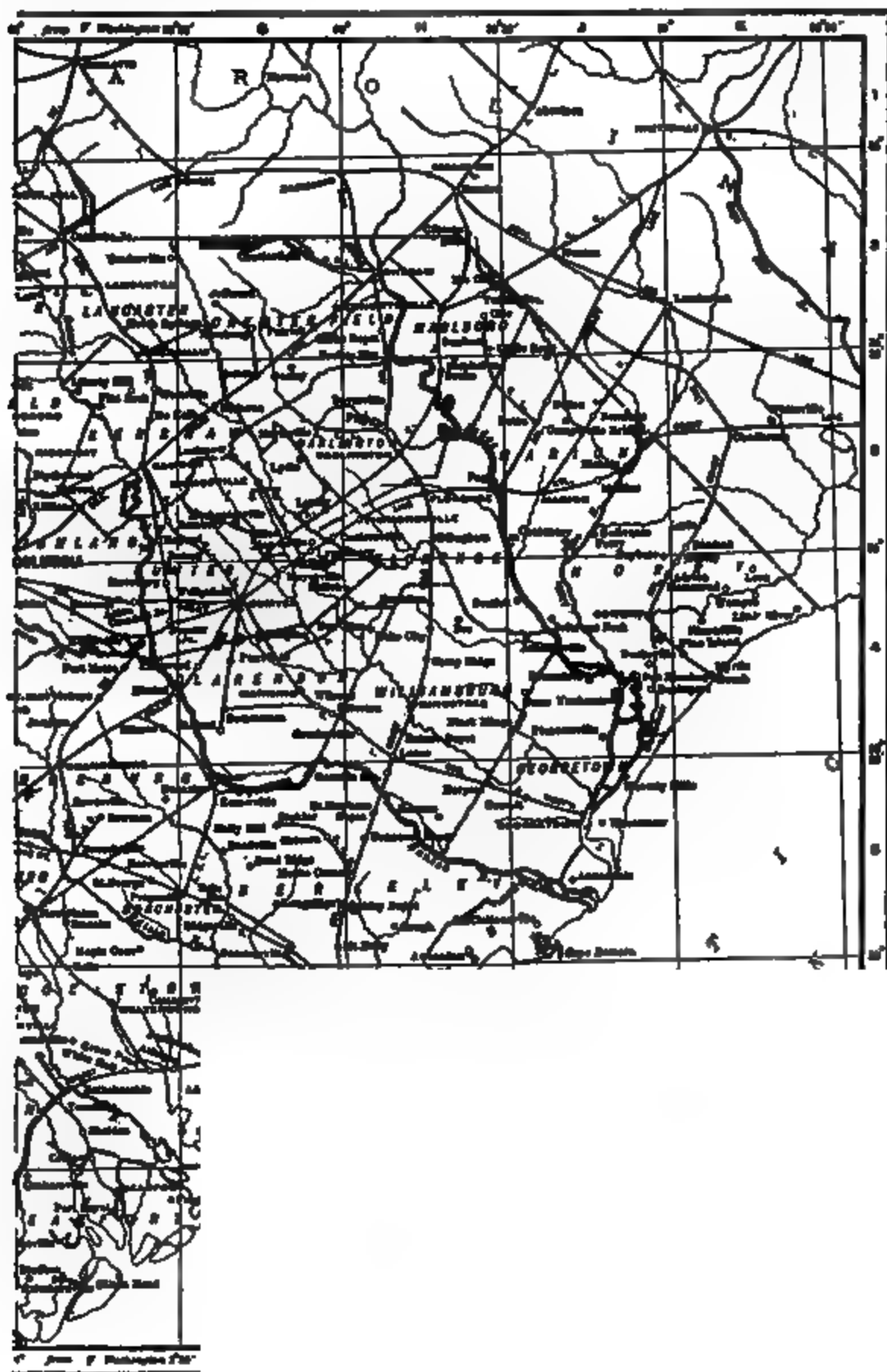
SOUTH CAROLINA.

Cities and Towns of—	No.	Pop.
50,000 inhabitants or more.....	1	58,833
25,000 to 50,000 inhabitants.....	1	26,319
10,000 to 25,000 inhabitants.....	2	23,253
5,000 to 10,000 inhabitants.....	9	60,737
2,500 to 5,000 inhabitants.....	12	45,685



SOUTH CAROLINA.

	No.	Pop.
Urban territory.....		224,532
Rural territory.....		1,190,548
Cities and towns of less than 2,500 inhabitants.....	223	129,340
Other rural territory.....		1,161,208
Total number of dwellings in state.....		302,843
Total number of families in state.....		315,304



SOUTH CAROLINA—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Florence (H 3)—Pop. 7,057.				
<i>Daily Newspapers.</i>				
Times..Dem..Eve ex Su.....	\$ 1,304	.20	.10 G	6-13 -280
<i>Weekly Publications.</i>				
Commonwealth□..Dem..Fri	* 4,273			7-13 -308
Greenville (C 2)—Pop. 15,741.				
<i>Daily Newspapers.</i>				
News□..Dem..Morn ex Su.....	\$ 6,014	.42	.21 D	7-13 -294
Su Morn	© 5,796	.42	.21 D	7-13 -294
Piedmont□..Ind-Dem..Eve ex Su.....	© 4,908	.15	.15 F	7-13 -294
<i>Weekly Publications.</i>				
Baptist Courier..Bap..Thur	© 7,000	.70	.56 I	4-13 -182
† Write Jacobs & Co., Clinton, S. C., for full information.				
Greenwood (C 3)—Pop. 6,614.				
<i>Daily Newspapers.</i>				
Journal..Dem..Eve ex Su.....	\$ 900	.12	.12 F	6-13 -272
Lexington (E 3½)—Pop. 709.				
<i>Weekly Publications.</i>				
Dispatch..Ind-Dem..Wed	* 2,300	.10	.10 F	6-13 -280
Orangeburg (F 4½)—Pop. 5,966.				
<i>Daily Newspapers.</i>				
News..Dem..Eve ex Su.....	\$ 985	.09	.09 F	6-13 -272
<i>Weekly Publications.</i>				
Times & Democrat..Dem..Tu, Thur & Sat....	© 2,550	.15	.12½B	7-13 -308
Rock Hill (E 2)—Pop. 7,216.				
<i>Daily Newspapers.</i>				
Herald..Dem..Eve ex Su.....	\$ 1,100	.20	.10 B	7-13 -280
Spartanburg (D 1½)—Pop. 17,517.				
<i>Daily Newspapers.</i>				
Herald□..Dem..Morn ex Su & Mon.....	\$ 5,000	.21	.17½G	7-13 -294
Su Morn				7-13 -294
Journal□..Ind..Eve ex Su.....	\$ 3,912	.21	.17½G	7-13 -294
Sumter (G 4)—Pop. 8,109.				
<i>Daily Newspapers.</i>				
Item..Dem..Eve ex Su.....	\$ 1,462	.25	.15 G	6-13 -276
Walterboro (F 6)—Pop. 1,677.				
<i>Weekly Publications.</i>				
Press & Standard□..Dem..Wed.....	© 1,900	.50	.10 N	6-13 -280
Yorkville (E 1½)—Pop. 2,326.				
<i>Weekly Publications.</i>				
Enquirer..Ind..Tu & Fri.....	© 1,880	1.00	.20 D	8-13 -329

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 8. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

SOUTH DAKOTA—Pop. 583,888.**Aberdeen (F 2)—Pop. 10,753.****Daily Newspapers.**

American☐...Prog-Rep..Morn ex Su & Mon...*	5,990	.25	.20 B	7-13 -287
Su Morn	5,990	.25	.20 B	7-13 -287

† Only morning and Sunday paper and exclusive A. P. member has given American exclusive field which makes it supreme in whole northern half So. Dak. Runs most local, foreign, classified.

News☐...Rep..Eve ex Su.....	—	.14	.14 F	7-13 -280
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Weekly Publications.

American☐...Prog-Rep..Thur	* 1,200	.15	.10 A	7-13 -287
Dakota Freie Presse (Ger)..Ind..Tu.....	© 13,250	.60	.60 F	7-13 -280
Neue Deutsche Presse (Ger)..Ind..Fri.....	© 12,000	.60	.60 F	7-13 -280

Monthly Publications.

Dakota Farmer..Agri & Live Stock..S-M.....	* 60,215	4.90	4.90 F	4-13 -196
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Yearly Publications.

Deutscher Familien-Kalender (Ger)..Family...*	18,000			2-15 -112
Min space ¼ p. 1 tl. \$7.50 flat.				

Brookings (H 3)—Pop. 2,971.**Weekly Publications.**

Register..Ind..Thur	* 2,000	.20	.20 F	6-13 -280
South Dakota Home Messenger..Ind..Wed....	© 1,000	.15	.15 F	6-13 -276

Deadwood (A 3)—Pop. 2,653.**Daily Newspapers.**

Pioneer-Times..Rep..Morn ex Su & Mon.....	© 1,800	.10	.10 F	6-13 -280
Su Morn	© 1,800	.10	.10 F	6-13 -280
Telegram..Prog..Eve ex Su.....	© 800	.05	.05 F	6-13 -280

Eureka (E 1½)—Pop. 961.**Weekly Publications.**

Volkszeitung (Ger)..Ind..Wed	© 5,400	.25	.25 F	6-13 -280
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Huron (F 3)—Pop. 5,791.**Daily Newspapers.**

Huronite..Rep..Eve ex Su.....	—	.10	.10 F	7-13 -294
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Lead (A 3)—Pop. 8,392.**Daily Newspapers.**

Call..Rep..Eve ex Su.....	© 1,820	.10	.10 F	6-13 -280
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Madison (G 3½)—Pop. 3,137.**Daily Newspapers.**

Leader..Rep..Eve ex Su.....	© 638	.05	.05 F	7-13 -280
Sentinel..Rep..Eve ex Su.....	—	.05	.05 F	7-13 -308

Mitchell (F 4)—Pop. 6,515.**Daily Newspapers.**

Republican☐...Ind-Rep..Eve ex Su.....	\$ 3,327	.12	.12 F	7-13 -290
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† Alone in a field of 50 miles uncovered by any other daily. Richest territory in So. Dak. G. Logan Payne Co., Repra.

Monthly Publications.

Progressive Poultry Journal..Poultry..M.....	—	2.25		3-13½-133
Min. rate ¼ col. mo. 1 yr. \$6.67 insertion.				

South Dakota Educator..Educ				
M ex July and August.....	© 2,700	1.00		2-18 -119
Min. rate 1 p. mo. 10 tl. \$8.00 insertion.				

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PENNSYLVANIA—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
St. Mary's (E 4)—Pop. 6,346.				
<i>Daily Newspapers.</i>				
Press..Ind..Eve ex Su.....	\$ 705			6-13 -252
Sayre (J 2½)—Pop. 6,426.				
<i>Daily Newspapers.</i>				
Times-Record..Prog..Eve ex Su.....	—	.10	.10 F	6-13 -280
Scottsdale (C 6)—Pop. 5,456.				
<i>Weekly Publications.</i>				
Mennonische Rundschau (Ger)..Mennonite Wed	* 6,000	.50	.30 B	3-15 -147
Scranton (L 4)—Pop. 129,867.				
<i>Daily Newspapers.</i>				
News□..Ind-Prog..Morn ex Su.....	\$ 24,040	.70	.42 G	7-13 -308
Times□..Dem..Eve ex Su.....	\$ 35,640	1.40	.70 C	7-13 -300
{ Tribune Republican□..Ind-Rep..Morn ex Su } ©	33,893	1.40	.70 L	7-13 -297
{ Truth□..Ind-Rep..Eve ex Su..... }				7-13 -297
<i>Weekly Publications.</i>				
Il Minatore (Ital)..Ind..Thur.....	—	.70	.66½A	7-13 -300
Pennsylvanski Gornik (Polish)..Ind..Fri.....	—	.56	.53½A	7-13 -300
Hirnyk (Ruthenian)..Ind..Fri.....	—	.56	.53½A	7-13 -300
Scrantonian..Ind..Su	—	.70	.70 F	7-13 -294
<i>Monthly Publications.</i>				
Board of Trade & Engineering..Industrial..M.... 1-16 p. 1 tl. \$4.00. Min. rate 2 p. mo. 1 yr. \$37.00 page.	—			2-22½-133
Colliery Engineer□..Tech..M	© 13,065			2-21 -140
1-16 p. 1 tl. \$7.50. Min. rate 2 p. mo. 1 yr. \$60.00 page.				
Retail Equipment..Trade..M	—	2.50		4-13½-161
Min. rate 1 p. mo. 1 yr. \$22.50 insertion.				
Sellersville (M 6)—Pop. 1,572.				
<i>Monthly Publications.</i>				
Poultry Item..Poultry..M	© 35,000	4.20	2.24 G	3-13 -140
Shamokin (J 5)—Pop. 19,588.				
<i>Daily Newspapers.</i>				
Dispatch□..Ind..Eve ex Su.....	\$ 4,117	.75	.20 A	7-13 -280
Herald..Rep..Eve ex Su.....	—	.50	.06 I	7-13 -308
News..Rep..Eve ex Sat.....	© 4,236	.75	.18 I	7-13 -280
Sharon (A 4)—Pop. 15,270.				
<i>Daily Newspapers.</i>				
Herald□..Ind-Rep..Eve ex Su.....	\$ 3,102	.12	.12 F	7-13 -287
Telegraph□..Ind-Rep..Eve ex Su.....	\$ 4,271	.25	.15 G	7-13 -287
Shenandoah (K 5)—Pop. 25,774.				
<i>Daily Newspapers.</i>				
Herald..Rep..Eve ex Su.....	\$ 3,250	.25	.15 I	7-13 -280
Smethport (E 3)—Pop. 1,817.				
<i>Monthly Publications.</i>				
Boy's Magazine..Juv..M	* 100,233	7.00		4-13½-180
Min. rate ¼ p. 1 tl. \$31.00.				

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Globe☐...Ind..Eve ex Su.....	\$ 7,316	.30	.15 P	7-13 -290
Stroudsburg (M 4½)—Pop. 4,379.				
<i>Daily Newspapers.</i>				
Record..Dem..Eve ex Su.....	—	.05	.05 F	7-13 -280
Times-Democrat..Ind..Eve ex Su.....	\$ 3,581	.75		7-13 -280
Min. rate 10 in. daily 1 yr. \$150.00.				
Sunbury (J 5)—Pop. 13,770.				
<i>Daily Newspapers.</i>				
Daily..Non-Part..Eve ex Su.....	\$ 2,892	.20	.12½ I	7-13 -287
Item..Ind..Eve ex Su.....	—	.18	.10 I	6-13 -273
Susquehanna (L 2½)—Pop. 3,478.				
<i>Daily Newspapers.</i>				
Transcript..Ind..Eve ex Su.....	\$ 918	.07	.07 F	7-13 -308
Tamaqua (K 5)—Pop. 9,462.				
<i>Daily Newspapers.</i>				
Courier..Ind-Rep..Eve ex Su.....	—	.10	.10 F	7-13 -280
Tarentum (C 5)—Pop. 7,414.				
<i>Daily Newspapers.</i>				
News..Local..Eve ex Su.....	\$ 1,725	.07	.07 F	7-13 -287
Titusville (C 3)—Pop. 8,533.				
<i>Daily Newspapers.</i>				
Herald☐...Rep..Morn ex Su.....	\$ 4,741	.35	.10 N	7-13 -287
Towanda (J 3)—Pop. 4,281.				
<i>Daily Newspapers.</i>				
Review..Ind..Morn ex Su.....	\$ 4,200	.25	.10 I	7-13 -287
Tyrone (F 5)—Pop. 7,176.				
<i>Daily Newspapers.</i>				
Herald..Rep..Eve ex Su.....	\$ 1,800	.15	.05 N	7-13 -280
Uniontown (C 7)—Pop. 13,344.				
<i>Daily Newspapers.</i>				
{ Genius☐...Dem..Eve ex Su.....	\$ 4,379	.15	.07 N	7-13 -280
{ Herald☐...Rep..Morn ex Su.....	\$ 10,516	.35	.15 N	7-13 -280
News-Standard☐...Dem..Eve ex Su.....	\$ 4,087	.10	.10 F	7-13 -287
Record..Ind..Morn ex Su.....	\$ 4,831			7-13 -287
Warren (D 3)—Pop. 11,080.				
<i>Daily Newspapers.</i>				
Mirror..Rep..Eve ex Su.....	—	.10	.10 F	7-13 -280
Times☐...Dem..Eve ex Su.....	© 3,900	.30	.12 N	7-13 -280
Washington (B 6)—Pop. 18,778.				
<i>Daily Newspapers.</i>				
News..Ind..Eve ex Su.....	\$ 3,169	.30	.15 I	7-13 -304
Observer..Ind..Morn ex Su.....	\$ 9,475	.20	.20 F	7-13 -280
Reporter..Ind..Eve ex Su.....	\$ 3,753	.20	.20 F	7-13 -280

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<i>Daily Newspapers.</i>				
Times-Record..Prog..Eve ex Su.....	—	.10	.10 F	6-13 -280
Scottsdale (C 6)—Pop. 5,456.				
<i>Weekly Publications.</i>				
Mennonische Rundschau (Ger)..Mennonite Wed	* 6,000	.50	.30 B	3-15 -147
Scranton (L 4)—Pop. 129,867.				
<i>Daily Newspapers.</i>				
News□..Ind-Prog..Morn ex Su.....	\$ 24,040	.70	.42 G	7-13 -308
Times□..Dem..Eve ex Su.....	\$ 35,640	1.40	.70 C	7-13 -300
{ Tribune Republican□..Ind-Rep..Morn ex Su } ©	33,893	1.40	.70 L	7-13 -297
{ Truth□..Ind-Rep..Eve ex Su..... }				7-13 -297
<i>Weekly Publications.</i>				
Il Minatore (Ital)..Ind..Thur.....	—	.70	.66½A	7-13 -300
Pennsylvanski Gornik (Polish)..Ind..Fri.....	—	.56	.53½A	7-13 -300
Hirnyk (Ruthenian)..Ind..Fri.....	—	.56	.53½A	7-13 -300
Scrantonian..Ind..Su	—	.70	.70 F	7-13 -294
<i>Monthly Publications.</i>				
Board of Trade & Engineering..Industrial..M.... 1-16 p. 1 tl. \$4.00. Min. rate 2 p. mo. 1 yr. \$27.00 page.	—			2-22½-133
Colliery Engineer□..Tech..M	© 13,065			2-21 -140
1-16 p. 1 tl. \$7.50. Min. rate 2 p. mo. 1 yr. \$20.00 page.				
Retail Equipment..Trade..M	—	2.50		4-13½-161
Min. rate 1 p. mo. 1 yr. \$22.50 insertion.				
Sellersville (M 6)—Pop. 1,572.				
<i>Monthly Publications.</i>				
Poultry Item..Poultry..M	© 35,000	4.20	2.24 G	3-13 -140
Shamokin (J 5)—Pop. 19,588.				
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Dispatch□..Ind..Eve ex Su.....	\$ 4,117	.75	.20 A	7-13 -280
Herald..Rep..Eve ex Su.....	—	.50	.06 I	7-13 -308
News..Rep..Eve ex Sat.....	© 4,236	.75	.18 I	7-13 -280
Sharon (A 4)—Pop. 15,270.				
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Herald□..Ind-Rep..Eve ex Su.....	\$ 3,102	.12	.12 F	7-13 -287
Telegraph□..Ind-Rep..Eve ex Su.....	\$ 4,271	.25	.15 G	7-13 -287
Shenandoah (K 5)—Pop. 25,774.				
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Herald..Rep..Eve ex Su.....	\$ 3,250	.25	.15 I	7-13 -280
Smethport (E 3)—Pop. 1,817.				
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Boy's Magazine..Juv..M	* 100,233	7.00		4-13½-180
Min. rate ¼ p. 1 tl. \$21.00.				

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Courier...Ind-Rep..Eve ex Su.....	—	.10	.10 F	7-13 -280
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News□..Ind-Prog..Morn ex Su.....	\$ 24,040	.70	.42 G	7-13 -308
Times□..Dem..Eve ex Su.....	\$ 35,640	1.40	.70 C	7-13 -300
{ Tribune Republican□..Ind-Rep..Morn ex Su } { Truth□..Ind-Rep..Eve ex Su..... }	© 33,893	1.40	.70 L	7-13 -297 7-13 -297
<i>Weekly Publications.</i>				
Il Minatore (Ital)..Ind..Thur.....	—	.70	.66½ A	7-13 -300
Pennsylvanski Gornik (Polish)..Ind..Fri.....	—	.56	.53½ A	7-13 -300
Hirnyk (Ruthenian)..Ind..Fri.....	—	.56	.53½ A	7-13 -300
Scrantonian..Ind..Su	—	.70	.70 F	7-13 -294
<i>Monthly Publications.</i>				
Board of Trade & Engineering..Industrial..M.... 1-16 p. 1 tl. \$4.00. Min. rate 2 p. mo. 1 yr. \$27.00 page.	—			2-22½-133
Colliery Engineer□..Tech..M	© 13,065			2-21 -140
1-16 p. 1 tl. \$7.50. Min. rate 2 p. mo. 1 yr. \$60.00 page.				
Retail Equipment..Trade..M	—	2.50		4-13½-161
Min. rate 1 p. mo. 1 yr. \$22.50 insertion.				
Sellersville (M 6)—Pop. 1,572.				
<i>Monthly Publications.</i>				
Poultry Item..Poultry..M	© 35,000	4.20	2.24 G	3-13 -140
Shamokin (J 5)—Pop. 19,588.				
<i>Daily Newspapers.</i>				
Dispatch□..Ind..Eve ex Su.....	\$ 4,117	.75	.20 A	7-13 -280
Herald..Rep..Eve ex Su.....	—	.50	.06 I	7-13 -308
News..Rep..Eve ex Sat.....	© 4,236	.75	.18 I	7-13 -280
Sharon (A 4)—Pop. 15,270.				
<i>Daily Newspapers.</i>				
Herald□..Ind-Rep..Eve ex Su.....	\$ 3,102	.12	.12 F	7-13 -287
Telegraph□..Ind-Rep..Eve ex Su.....	\$ 4,271	.25	.15 G	7-13 -287
Shenandoah (K 5)—Pop. 25,774.				
<i>Daily Newspapers.</i>				
Herald..Rep..Eve ex Su.....	\$ 3,250	.25	.15 I	7-13 -280
Smethport (E 3)—Pop. 1,817.				
<i>Monthly Publications.</i>				
Boy's Magazine..Juv..M	* 100,238	7.00		4-13½-180
Min. rate ¼ p. 1 tl. \$31.00.				

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
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		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
South Bethlehem (M 5)—Pop. 19,973.				
<i>Daily Newspapers.</i>				
Globe☐...Ind..Eve ex Su.....	\$ 7,316	.30	.15 P	7-13 -290
Stroudsburg (M 4½)—Pop. 4,379.				
<i>Daily Newspapers.</i>				
Record..Dem..Eve ex Su.....	—	.05	.05 F	7-13 -280
Times-Democrat..Ind..Eve ex Su.....	\$ 3,581	.75		7-13 -280
Min. rate 10 in. daily 1 yr. \$150.00.				
Sunbury (J 5)—Pop. 13,770.				
<i>Daily Newspapers.</i>				
Daily..Non-Part..Eve ex Su.....	\$ 2,892	.20	.12½ I	7-13 -287
Item..Ind..Eve ex Su.....	—	.18	.10 I	6-13 -273
Susquehanna (L 2½)—Pop. 3,478.				
<i>Daily Newspapers.</i>				
Transcript..Ind..Eve ex Su.....	\$ 918	.07	.07 F	7-13 -308
Tamaqua (K 5)—Pop. 9,462.				
<i>Daily Newspapers.</i>				
Courier..Ind-Rep..Eve ex Su.....	—	.10	.10 F	7-13 -280
Tarantum (C 5)—Pop. 7,414.				
<i>Daily Newspapers.</i>				
News..Local..Eve ex Su.....	\$ 1,725	.07	.07 F	7-13 -287
Titusville (C 3)—Pop. 8,533.				
<i>Daily Newspapers.</i>				
Herald☐...Rep..Morn ex Su.....	\$ 4,741	.35	.10 N	7-13 -287
Towanda (J 3)—Pop. 4,281.				
<i>Daily Newspapers.</i>				
Review..Ind..Morn ex Su.....	\$ 4,200	.25	.10 I	7-13 -287
Tyrone (F 5)—Pop. 7,176.				
<i>Daily Newspapers.</i>				
Herald..Rep..Eve ex Su.....	\$ 1,800	.15	.05 N	7-13 -280
Uniontown (C 7)—Pop. 13,344.				
<i>Daily Newspapers.</i>				
{ Genius☐...Dem..Eve ex Su.....	\$ 4,379	.15	.07 N	7-13 -280
{ Herald☐...Rep..Morn ex Su.....	\$ 10,516	.35	.15 N	7-13 -280
News-Standard☐...Dem..Eve ex Su.....	\$ 4,087	.10	.10 F	7-13 -287
Record..Ind..Morn ex Su.....	\$ 4,831			7-13 -287
Warren (D 3)—Pop. 11,080.				
<i>Daily Newspapers.</i>				
Mirror..Rep..Eve ex Su.....	—	.10	.10 F	7-13 -280
Times☐...Dem..Eve ex Su.....	◎ 3,900	.30	.12 N	7-13 -280
Washington (B 6)—Pop. 18,778.				
<i>Daily Newspapers.</i>				
News..Ind..Eve ex Su.....	\$ 2,169	.30	.15 I	7-13 -304
Observer..Ind..Morn ex Su.....	\$ 9,475	.20	.20 F	7-13 -280
Reporter..Ind..Eve ex Su.....	\$ 3,753	.20	.20 F	7-13 -280

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PENNSYLVANIA—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
St. Mary's (E 4)—Pop. 6,346.				
<i>Daily Newspapers.</i>				
Press..Ind..Eve ex Su.....	\$ 705			6-13 -252
Sayre (J 2½)—Pop. 6,426.				
<i>Daily Newspapers.</i>				
Times-Record..Prog..Eve ex Su.....	—	.10	.10 F	6-13 -280
Scottsdale (C 6)—Pop. 5,456.				
<i>Weekly Publications.</i>				
Mennonitsche Rundschau (Ger)..Mennonite Wed	* 6,000	.50	.30 B	3-15 -147
Scranton (L 4)—Pop. 129,867.				
<i>Daily Newspapers.</i>				
News□..Ind-Prog..Morn ex Su.....	\$ 24,040	.70	.42 G	7-13 -308
Times□..Dem..Eve ex Su.....	\$ 35,640	1.40	.70 C	7-13 -300
{ Tribune Republican□..Ind-Rep..Morn ex Su } ©	32,293	1.40	.70 L	7-13 -297
{ Truth□..Ind-Rep..Eve ex Su..... }				7-13 -297
<i>Weekly Publications.</i>				
Il Minatore (Ital)..Ind..Thur.....	—	.70	.66½A	7-13 -300
Pennsylvanski Gornik (Polish)..Ind..Fri.....	—	.56	.53½A	7-13 -300
Hirnyk (Ruthenian)..Ind..Fri.....	—	.56	.53½A	7-13 -300
Scrantonian..Ind..Su	—	.70	.70 F	7-13 -294
<i>Monthly Publications.</i>				
Board of Trade & Engineering..Industrial..M.... 1-16 p. 1 tl. \$4.00. Min. rate 2 p. mo. 1 yr. \$27.00 page.	—			2-22½-133
Colliery Engineer□..Tech..M	© 12,065			2-21 -140
1-16 p. 1 tl. \$7.50. Min. rate 2 p. mo. 1 yr. \$20.00 page.				
Retail Equipment..Trade..M	—	2.50		4-13½-161
Min. rate 1 p. mo. 1 yr. \$22.50 insertion.				
Sellersville (M 6)—Pop. 1,572.				
<i>Monthly Publications.</i>				
Poultry Item..Poultry..M	© 35,000	4.20	2.24 G	3-13 -140
Shamokin (J 5)—Pop. 19,588.				
<i>Daily Newspapers.</i>				
Dispatch□..Ind..Eve ex Su.....	\$ 4,117	.75	.20 A	7-13 -280
Herald..Rep..Eve ex Su.....	—	.50	.06 I	7-13 -308
News..Rep..Eve ex Sat.....	© 4,236	.75	.18 I	7-13 -280
Sharon (A 4)—Pop. 15,270.				
<i>Daily Newspapers.</i>				
Herald□..Ind-Rep..Eve ex Su.....	\$ 3,102	.12	.12 F	7-13 -287
Telegraph□..Ind-Rep..Eve ex Su.....	\$ 4,271	.25	.15 G	7-13 -287
Shenandoah (K 5)—Pop. 25,774.				
<i>Daily Newspapers.</i>				
Herald..Rep..Eve ex Su.....	\$ 3,250	.25	.15 I	7-13 -280
Smethport (E 3)—Pop. 1,817.				
<i>Monthly Publications.</i>				
Boy's Magazine..Juv..M	* 100,233	7.00		4-13½-180
Min. rate ¼ p. 1 tl. \$81.00.				

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		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
South Bethlehem (M 5)—Pop. 19,973.				
<i>Daily Newspapers.</i>				
Globe☐...Ind...Eve ex Su.....	\$ 7,316	.30	.15 P	7-13 -290
Stroudsburg (M 4½)—Pop. 4,379.				
<i>Daily Newspapers.</i>				
Record...Dem...Eve ex Su.....	—	.05	.05 F	7-13 -280
Times-Democrat...Ind...Eve ex Su.....	\$ 3,581	.75		7-13 -280
Min. rate 10 in. daily 1 yr. \$150.00.				
Sunbury (J 5)—Pop. 13,770.				
<i>Daily Newspapers.</i>				
Daily...Non-Part...Eve ex Su.....	\$ 2,892	.20	.12½ I	7-13 -287
Item...Ind...Eve ex Su.....	—	.18	.10 I	6-13 -273
Susquehanna (L 2½)—Pop. 3,478.				
<i>Daily Newspapers.</i>				
Transcript...Ind...Eve ex Su.....	\$ 913	.07	.07 F	7-13 -308
Tamaqua (K 5)—Pop. 9,462.				
<i>Daily Newspapers.</i>				
Courier...Ind-Rep...Eve ex Su.....	—	.10	.10 F	7-13 -280
Tarentum (C 5)—Pop. 7,414.				
<i>Daily Newspapers.</i>				
News...Local...Eve ex Su.....	\$ 1,725	.07	.07 F	7-13 -287
Titusville (C 3)—Pop. 8,533.				
<i>Daily Newspapers.</i>				
Herald☐...Rep...Morn ex Su.....	\$ 4,741	.35	.10 N	7-13 -287
Towanda (J 3)—Pop. 4,281.				
<i>Daily Newspapers.</i>				
Review...Ind...Morn ex Su.....	\$ 4,200	.25	.10 I	7-13 -287
Tyrone (F 5)—Pop. 7,176.				
<i>Daily Newspapers.</i>				
Herald...Rep...Eve ex Su.....	\$ 1,800	.15	.05 N	7-13 -280
Uniontown (C 7)—Pop. 13,344.				
<i>Daily Newspapers.</i>				
{ Genius☐...Dem...Eve ex Su.....	\$ 4,379	.15	.07 N	7-13 -280
{ Herald☐...Rep...Morn ex Su.....	\$ 10,516	.35	.15 N	7-13 -280
News-Standard☐...Dem...Eve ex Su.....	\$ 4,067	.10	.10 F	7-13 -287
Record...Ind...Morn ex Su.....	\$ 4,831			7-13 -287
Warren (D 3)—Pop. 11,080.				
<i>Daily Newspapers.</i>				
Mirror...Rep...Eve ex Su.....	—	.10	.10 F	7-13 -280
Times☐...Dem...Eve ex Su.....	◎ 3,900	.30	.12 N	7-13 -280
Washington (B 6)—Pop. 18,778.				
<i>Daily Newspapers.</i>				
News...Ind...Eve ex Su.....	\$ 3,169	.30	.15 I	7-13 -304
Observer...Ind...Morn ex Su.....	\$ 9,475	.20	.20 F	7-13 -280
Reporter...Ind...Eve ex Su.....	\$ 3,753	.20	.20 F	7-13 -280

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PENNSYLVANIA—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
St. Mary's (E 4)—Pop. 6,346.				
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Press..Ind..Eve ex Su.....	\$ 705			6-13 -252
Sayre (J 2½)—Pop. 6,426.				
<i>Daily Newspapers.</i>				
Times-Record..Prog..Eve ex Su.....	—	.10	.10 F	6-13 -280
Scottsdale (C 6)—Pop. 5,456.				
<i>Weekly Publications.</i>				
Mennonitsche Rundschau (Ger)..Mennonite Wed	* 6,000	.50	.30 B	3-15 -147
Scranton (L 4)—Pop. 129,867.				
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News□..Ind-Prog..Morn ex Su.....	\$ 24,040	.70	.42 G	7-13 -308
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{ Truth□..Ind-Rep..Eve ex Su..... }				7-13 -297
<i>Weekly Publications.</i>				
Il Minatore (Ital)..Ind..Thur.....	—	.70	.66½A	7-13 -300
Pennsylvanski Gornik (Polish)..Ind..Fri.....	—	.56	.53½A	7-13 -300
Hirnyk (Ruthenian)..Ind..Fri.....	—	.56	.53½A	7-13 -300
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<i>Monthly Publications.</i>				
Board of Trade & Engineering..Industrial..M.... 1-16 p. 1 tl. \$4.00. Min. rate 2 p. mo. 1 yr. \$27.00 page.	—			2-22½-133
Colliery Engineer□..Tech..M	© 13,065			2-21 -140
1-16 p. 1 tl. \$7.50. Min. rate 2 p. mo. 1 yr. \$30.00 page.				
Retail Equipment..Trade..M	—	2.50		4-13½-161
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Sellersville (M 6)—Pop. 1,573.				
<i>Monthly Publications.</i>				
Poultry Item..Poultry..M	© 35,000	4.20	2.24 G	3-13 -140
Shamokin (J 5)—Pop. 19,588.				
<i>Daily Newspapers.</i>				
Dispatch□..Ind..Eve ex Su.....	\$ 4,117	.75	.20 A	7-13 -280
Herald..Rep..Eve ex Su.....	—	.50	.06 I	7-13 -308
News..Rep..Eve ex Sat.....	© 4,236	.75	.18 I	7-13 -280
Sharon (A 4)—Pop. 15,270.				
<i>Daily Newspapers.</i>				
Herald□..Ind-Rep..Eve ex Su.....	\$ 3,102	.12	.12 F	7-13 -287
Telegraph□..Ind-Rep..Eve ex Su.....	\$ 4,271	.25	.15 G	7-13 -287
Shenandoah (K 5)—Pop. 25,774.				
<i>Daily Newspapers.</i>				
Herald..Rep..Eve ex Su.....	\$ 3,250	.25	.15 I	7-13 -280
Smethport (E 3)—Pop. 1,817.				
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Transcript..Ind..Eve ex Su.....	\$ 918	.07	.07 F	7-13 -308
Tamaqua (K 5)—Pop. 9,462.				
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Courier..Ind-Rep..Eve ex Su.....	—	.10	.10 F	7-13 -280
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Herald☐...Rep..Morn ex Su.....	\$ 4,741	.35	.10 N	7-13 -287
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Tyrone (F 5)—Pop. 7,176.				
<i>Daily Newspapers.</i>				
Herald...Rep..Eve ex Su.....	\$ 1,800	.15	.05 N	7-13 -280
Uniontown (C 7)—Pop. 13,344.				
<i>Daily Newspapers.</i>				
{ Genius☐...Dem..Eve ex Su.....	\$ 4,379	.15	.07 N	7-13 -280
{ Herald☐...Rep..Morn ex Su.....	\$ 10,516	.35	.15 N	7-13 -280
News-Standard☐...Dem..Eve ex Su.....	\$ 4,087	.10	.10 F	7-13 -287
Record...Ind..Morn ex Su.....	\$ 4,831			7-13 -287
Warren (D 3)—Pop. 11,080.				
<i>Daily Newspapers.</i>				
Mirror...Rep..Eve ex Su.....	—	.10	.10 F	7-13 -280
Times☐...Dem..Eve ex Su.....	⊙ 3,900	.30	.12 N	7-13 -280
Washington (B 6)—Pop. 18,778.				
<i>Daily Newspapers.</i>				
News...Ind..Eve ex Su.....	\$ 3,169	.30	.15 I	7-13 -304
Observer...Ind..Morn ex Su.....	\$ 9,475	.20	.20 F	7-13 -280
Reporter...Ind..Eve ex Su.....	\$ 3,753	.20	.20 F	7-13 -280

\$ Government statement—See page 5. * Gross circulation. ⊙ Net circulation. ☐ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

TEXAS—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Greenville (G 4½)—Pop. 3,850.				
<i>Daily Newspapers.</i>				
Banner☐...Dem..Eve ex Su.....	\$ 2,576	.25	.12 N	7-13 -294
Herald☐...Dem..Morn ex Mon.....	© 2,000	.20	.08 I	7-13 -280
Hallettsville (G 8)—Pop. 1,379.				
<i>Weekly Publications.</i>				
Novy Domov (Boh)☐...Cath & Dem Mon & Thur	© 3,615	1.40	.65 I	6-13 -280
Rebel..Socl..Sat	© 22,750	1.40	1.40 F	6-13 -280
Hillsboro (F 5½)—Pop. 6,115.				
<i>Daily Newspapers.</i>				
Mirror..Dem..Eve ex Su.....	* 1,200	.15	.05 I	6-13 -280
<i>Weekly Publications.</i>				
Mirror..Dem..Wed	* 3,000	.15	.12 I	6-13 -280
Houston (H 8)—Pop. 78,800.				
<i>Daily Newspapers.</i>				
Chronicle☐...Dem..Eve ex Su.....	© 34,000	1.40	.84 D	7-13 -294
Su Morn	© 42,753	1.54	.98 D	7-13 -294
Post☐...Dem..Morn ex Su.....	\$ 32,473	.84	.84 F	7-13 -294
Su Morn84	.84 F	7-13 -294
Press☐...Ind..Eve ex Su.....	\$ 14,192	.49	.42 G	8-12 -280
Telegram☐...Dem-Lib..Eve ex Su.....	\$ 13,005	.84	.56 O	7-13 -294
(Cir. rating is average from May 18 to October 1, 1914.)				
<i>Monthly Publications.</i>				
Fuel Oil Journal..Petroleum..M	© 2,600	3.50		2-20 -136
Min. rate 1 p. mo. 1 yr. \$40.00 insertion.				
National Land Bulletin..Development..M.....	© 3,000	3.00		4-13 -196
(Formerly Texas Realty Journal.)				
Min. rate 50 inches 1 yr. \$2.00 inch.				
La Grange (G 7½)—Pop. 1,850.				
<i>Weekly Publications.</i>				
Svoboda (Boh)...Dem..Thur	© 4,800	.75		6-13 -276
Min. rate 6 inches wkly. 1 yr. \$1.15½ insertion.				
La Porte (H 8)—Pop. 678.				
<i>Monthly Publications.</i>				
Southland Farmer..Agrl..S-M	© 43,500	3.50		4-13 -189
(Name changed from Southern Orchards & Farms September 1, 1914.)				
Min. rate 1 p. 1 tl. \$170.00.				
Laredo (D 10)—Pop. 14,855.				
<i>Daily Newspapers.</i>				
El Progreso (Span)..Ind..Morn ex Su.....	© 6,900	.15	.15 F	7-13 -280
Su Morn				
Times..Dem..Eve ex Su.....	—	.10	.10 F	7-13 -280
McKinney (G 4)—Pop. 4,714.				
<i>Daily Newspapers.</i>				
Courier-Gazette..Dem..Eve ex Su.....	\$ 1,375	.08	.08 F	6-13 -280
<i>Weekly Publications.</i>				
Democrat-Gazette..Dem..Thur	© 2,908	.15	.15 F	6-13 -280

\$ Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

HOUSTON—"THE WORKSHOP OF TEXAS"

Where Seventeen Railroads Meet the Sea

POPULATION 135,000, INCLUDING SUBURBS

FINANCE—13 Banks and Trust Companies.

Capital—\$10,500,000. Surplus—\$5,150,031. Deposits—\$42,849,401.

HOUSTON'S Six National Banks continue to lead the state in the matter of individual deposits, which is a *true index of the City's prosperity*.**WHOLESALE TRADE**—1913, \$113,776,000; 1914, \$118,500,000.

HOUSTON serves an enormous trade territory for practically all lines. From the Red river on the north to the Mexican border on the south; from the Sabine river on the east to the Great Plains of the west. The Houston Wholesalers and Jobbers have also established markets in Louisiana, Oklahoma, Mexico, New Mexico and Arizona. Ocean freight rates is the key to the situation.

MANUFACTURING CENTER—Annual value of output \$51,350,000.

At the beginning of the present year Houston had 347 factories, employing approximately 10,000 factory workers with a combined pay-roll of \$10,500,000. Cost of raw material is estimated at \$28,500,000. More factory wage-earners than any other city in Texas.

PROPERTY VALUES—City, \$108,000,000; County, \$134,500,000.That investments in both City and County realty have been *profitable* is shown by the four-fold increase in value which has taken place since 1897. The records of the County Tax Assessor show as follows:

City—1897	\$ 22,000,000	County.....	\$ 30,000,000
City—1914	108,000,000	County.....	134,500,000
Increase	\$ 86,000,000		\$104,500,000

RETAIL TRADE—Number of firms engaged, 2,360; annual volume, \$56,856,000.

HOUSTON is the shopping center for all South Texas. Seventeen steam railroads and the Interurban line enter Houston, affording ample transportation facilities and places Houston stores, with their superior offerings, in reach of a large and wealthy purchasing territory.

SHIP CHANNEL TRAFFIC—1,825,000 tons. Value, \$47,668,400.The increase in value over the year preceding was \$6,210,000. The Channel is the main artery for the transportation of *material for which there is an ever-increasing demand*.**CENTER OF LUMBER INDUSTRY**—Annual sales, \$42,000,000.**EIGHTY-ONE** firms and corporations maintain headquarters in Houston, representing an investment of over \$60,000,000.**RAILROAD CENTER OF THE SOUTHWEST**. Seventeen distinct steam rail lines.

The lines entering Houston operate 38,914 passenger trains annually, or an average of 106 every day. Number of employees, 6,000; annual pay-roll, \$5,762,500, all of which is distributed in Houston, to the general benefit of the city. Annual tonnage in and out-bound, 3,781,026. Value of property in Harris County, \$20,000,000.

CENTER OF THE TEXAS OIL INDUSTRY—The aggregate capital is \$70,000,000.

Petroleum plays an important part in the commercial and development history of Houston. The production of oil in Texas in 1913 aggregated 15,544,000 barrels, and Houston's position in connection with the distribution of this valuable product is strategic.

RICE CENTER—Production, 1913, 10,640,000 bushels.

HOUSTON is the principal rice milling center of the State. Value of product milled last year \$4,500,000. Number of bags of rough rice milled was 900,000. The five rice mills in pay-rolls distributed over \$200,000 in wages during the season.

COTTON—Average receipts, 2,500,000 bales net.

Last season Texas produced 3,908,166 bales of cotton, of which Houston handled 3,000,000 bales, which shows that the bulk of the crop was handled through Houston. The receipts for the past season were the largest on record and we maintain the distinction of being the Largest Inland Port Cotton Market in the World.

TEXAS—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Marshall (J 5)—Pop. 11,452.				
<i>Daily Newspapers.</i>				
Messenger..Ind-Dem..Eve ex Su.....	989	.13	.13 F	7-13 -280
Noonday Sentinel..Dem..Eve ex Su.....	1,990			5-13 -245
Waco (J 6)—Pop. 3,369.				
<i>Daily Newspapers.</i>				
Sentinel..Dem..Eve ex Su.....	\$ 890	.10	.08 N	6-13 -276
<i>Weekly Publications.</i>				
Sentinel..Dem..Thur	\$ 1,917	.25	.15 N	6-13 -276
Waxahatchie (H 7)—Pop. 3,284.				
<i>Daily Newspapers.</i>				
Examiner Review..Dem..Eve ex Su.....	\$ 750	.10	.10 F	6-13 -280
Orange (J 7½)—Pop. 5,527.				
<i>Daily Newspapers.</i>				
Leader..Dem..Eve ex Su.....	—	.14	.14 F	7-13 -308
Palestine (H 6)—Pop. 10,482.				
<i>Daily Newspapers.</i>				
Herald..Dem..Eve ex Su.....	\$ 1,278	.20	.10 A	6-13 -276
Journal..Dem..Eve ex Su.....	\$ 1,080	.15	.08 N	6-13 -286
Paris (H 4)—Pop. 11,269.				
<i>Daily Newspapers.</i>				
Advocate..Dem..Eve ex Sat & Su.....	—	.50	.12 N	7-13 -304
Su Morn	—	.50	.12 N	7-13 -304
News..Dem..Morn ex Mon.....	\$ 3,750	.20	.17 E	6-13 -280
Port Arthur (K 7½)—Pop. 7,663.				
<i>Daily Newspapers.</i>				
News..Ind..Eve ex Su.....	\$ 1,744	.12	.12 F	7-13 -276
San Angelo (C 6)—Pop. 10,321.				
<i>Daily Newspapers.</i>				
Standard□..Dem..Eve ex Su.....	\$ 2,243	.23	.23 F	7-13 -294
Su Morn23	.23 F	7-13 -294
<i>Weekly Publications.</i>				
Standard□..Dem..Sat	\$ 2,347	.23	.23 F	7-13 -294
San Antonio (C 6)—Pop. 96,614.				
<i>Daily Newspapers.</i>				
Express□..Ind-Dem..Morn ex Su.....	\$ 23,809	1.40	.70 E	7-13 -280
Su Morn	\$ 23,751	1.40	.70 E	7-13 -280
¶ One of the country's really great newspapers—splendid in a news way, powerful editorially. Has always maintained the very highest standards in its every department. Carries more advertising than any other Texas newspaper. Member A. B. C. The John Budd Company, Advg. Reprs.				
Freie Presse (Ger)□..Rep..Eve ex Su.....	1,560	.30	.22½ I	6-13 -273
Light□..Ind..Eve ex Su.....	18,996	1.68	.70 I	8-12½ -280
Su Morn	22,064	1.68	.70 I	8-12½ -280

§ Government statement—See page 5. *Gross circulation. ©Net circulation. □ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

TEXAS—Continued.**San Antonio—Continued.***Weekly Publications.*

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Express □ ..Ind-Dem..Tu & Fri.....	—	1.40	1.40 F	7-13 -280
Freie Presse fur Texas (Ger) □ ..Rep..Wed...©	4,570	.30	.22½ I	6-13 -273
Imparcial de Texas (Span)..Dem..Thur.....©	13,000	1.50	1.25 B	6-13 -280
Katholische Rundschau (Ger) □ ..Cath..Wed...©	2,080	.20	.16 B	6-13 -273
Messaggero Italiano (Ital)..Ind..Sat.....	—	.35		7-13 -301
Min. rate 1 inch wkly. 1 yr. .15 inch.				
Southern Messenger □ ..Cath..Thur	6,800	.40	.35 N	7-13 -308

Monthly Publications.

Der Hermanns-Sohn in Texas (Ger)				
Sons of Herm..M	—	1.00	.50 N	6-13½ -280
Southwest Farmer & Investor..Agrl..M.....	—	1.40	1.40 F	4-13 -189
Texas Stockman & Farmer..Agrl..S-M.....©	35,500	2.80	2.24 C	4-13 -182
(Changed from wkly. to s.-mo. July 1, 1914.)				

Sherman (G 4)—Pop. 12,412.*Daily Newspapers.*

Democrat..Dem..Eve ex Su.....	—	.20	.15 K	7-13 -287
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Taylor (F 7)—Pop. 5,314.*Daily Newspapers.*

Democrat..Dem..Eve ex Su.....©	600	.15	.06 A	6-13 -276
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Weekly Publications.

Journal..Dem..Thur	1,345	.12	.12 F	5-13 -252
Texan..Dem..Fri	1,060	.15	.10 B	6-13 -276

Temple (F 6½)—Pop. 10,993.*Daily Newspapers.*

Telegram □ ..Dem..Morn ex Su.....©	6,025	.24½	.24½ F	7-13 -280
Su Morn	6,398	.24½	.24½ F	7-13 -280

‡ No Texas campaign complete without the Telegram. Carries 90% of foreign advertising that enters the state. Mem. A. B. O.

Terrell (G 5)—Pop. 7,050.*Daily Newspapers.*

Transcript..Dem..Eve ex Su.....©	1,260	.25	.08 B	6-13 -276
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Weekly Publications.

Transcript..Dem..Fri	2,980	.25	.25 F	6-13 -276
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Texarkana (J 4)—Pop. 9,790.*Daily Newspapers.*

Four States Press & Courier □ ..Dem				
Morn ex Mon	\$ 4,479	.22	.22 F	7-13 -305
Texarkanian				
(See Texarkana, Ark.)				

Tyler (H 5)—Pop. 10,400.*Daily Newspapers.*

Courier-Times..Dem..Eve ex Su.....	—	.10	.10 F	7-13 -290
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Weekly Publications.

News..Dem..Thur	2,300	.10	.10 F	6-13 -280
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TEXAS—Continued.			1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Victoria (G 9)—Pop. 3,673.					
<i>Daily Newspapers.</i>					
Advocate..Dem..Eve ex Su.....	————		.07½	.07½F	6-13 -280
<i>Weekly Publications.</i>					
Deutsche Zeitung fur Texas (Ger)..Ind..Thur..*	3,564		.50	.25 C	6-13 -280
Waco (F 6)—Pop. 26,425.					
<i>Daily Newspapers.</i>					
News□..Dem..Morn ex Su.....	7,768	©	.84	.35 D	7-13 -280
Su Morn	8,359	©	.84	.35 D	7-13 -280
¶ 40% more net paid circulation than its competitor. Lowest rate per thousand. Covers rich territory not reached by any other paper. Member A. B. C. Knill Chamberlain Hunter, Inc., Rep.					
Times-Herald□..Dem..Eve ex Su.....	} \$ 5,779		1.12	.35 L	7-13 -280
Su Morn			1.12	.35 L	7-13 -280
<i>Weekly Publications.</i>					
Times-Herald□..Dem..Thur	3,230	*	.56	.25 N	7-13 -280
Tribune□..Dem..Wed & Sat.....	\$ 10,091		.56	.35 P	7-13 -280
Waxahachie (G 5)—Pop. 6,200.					
<i>Daily Newspapers.</i>					
Light..Dem..Eve ex Su.....	————		.12½	.12½F	7-13 -280
Su Morn	————		.12½	.12½F	7-13 -280
Weatherford (F 5)—Pop. 5,074.					
<i>Daily Newspapers.</i>					
Herald..Dem..Eve ex Su.....	790	©	.10	.05 I	6-13 -276
Wichita Falls (E 3½)—Pop. 8,200.					
<i>Daily Newspapers.</i>					
Times□..Dem..Eve ex Sat & Su.....	} \$ 2,500		.15	.15 F	7-13 -280
Su Morn15	.15 F	7-13 -280
Yoakum (F 8)—Pop. 4,657.					
<i>Daily Newspapers.</i>					
Herald..Dem..Eve ex Su.....	————		.10	.10 F	6-13 -280

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UTAH—Pop. 373,351.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Lehi (F 4)—Pop. 2,964.				
<i>Weekly Publications.</i>				
Utah Farmer..Agrl..Fri	————	1.12	1.12 F	4-13 -154
Logan (F 1)—Pop. 7,522.				
<i>Weekly Publications.</i>				
Journal..Dem..Tu, Thur & Sat.....*	2,850	.15	.15 F	6-13 -280
Ogden (F 2)—Pop. 25,580.				
<i>Daily Newspapers.</i>				
Examiner☐..Ind..Morn ex Su.....\$	4,062	.25	.25 F	7-13 -280
Su Morn	☉ 4,224	.25	.25 F	7-13 -280
‡ The Ogden Examiner, daily and Sunday. Only morning paper in Northern Utah. Territory includes Southern Idaho, Southwestern Wyoming and Eastern Nevada. Largest circulation of any paper published in Ogden and still growing.				
Standard☐..Ind..Eve ex Su.....☉	2,244	.25	.25 F	7-13 -294
Provo (F 4)—Pop. 8,925.				
<i>Weekly Publications.</i>				
Herald..Dem..Mon & Thur.....☉	3,000	.20	.12½ N	6-13 -280
Salt Lake City (F 3)—Pop. 92,777.				
<i>Daily Newspapers.</i>				
Deseret News☐..Ind..Eve ex Sat & Su.....☉	14,494	.52½	.35 N	7-13 -280
Sat Eve	☉ 19,710	.77	.56 N	7-13 -280
‡ The Deseret News is the official publication for more than one-half the population of Utah, therefore you can reach the greatest buying element with this medium. Daily, Sat. and S-Wkly. editions, the latter reaching prosperous farmers, ranchers and fruit raisers throughout the entire West.				
Herald-Republican☐..Rep..Morn ex Su.....☉	16,834	.56	.56 F	7-13 -280
Su Morn	☉ 27,603	.70	.70 F	7-13 -280
Telegram☐..Ind..Eve ex Su.....\$	16,788	.56	.56 F	8-12½-280
Tribune☐..Ind-Rep..Morn ex Su.....\$	18,395	1.40	.56 G	7-13 -280
Su Morn	\$ 33,921	1.40	.70 G	7-13 -280
<i>Weekly Publications.</i>				
Deseret News☐..Ind..Mon & Thur.....☉	12,381	.98	.84 N	7-13 -280
Retail Merchant..Groceries, etc..Fri.....☉	1,200	.50	.50 F	4-13 -168
Tribune..Rep..Tu & Fri.....	————	.35	.35 F	7-13 -280
<i>Monthly Publications.</i>				
Character Builder..Educ..M	————	1.00	.60 D	2-15 -105
Juvenile Instructor..Mormon S S..M.....☉	12,613	3.50	1.70 D	2-16 -116
Young Woman's Journal..Mormon..M.....	————			2-13½-112
¼ p. 3 mos. \$10.00 insertion. Min. rate 1 p. mo. 1 yr. \$30.00 insertion.				

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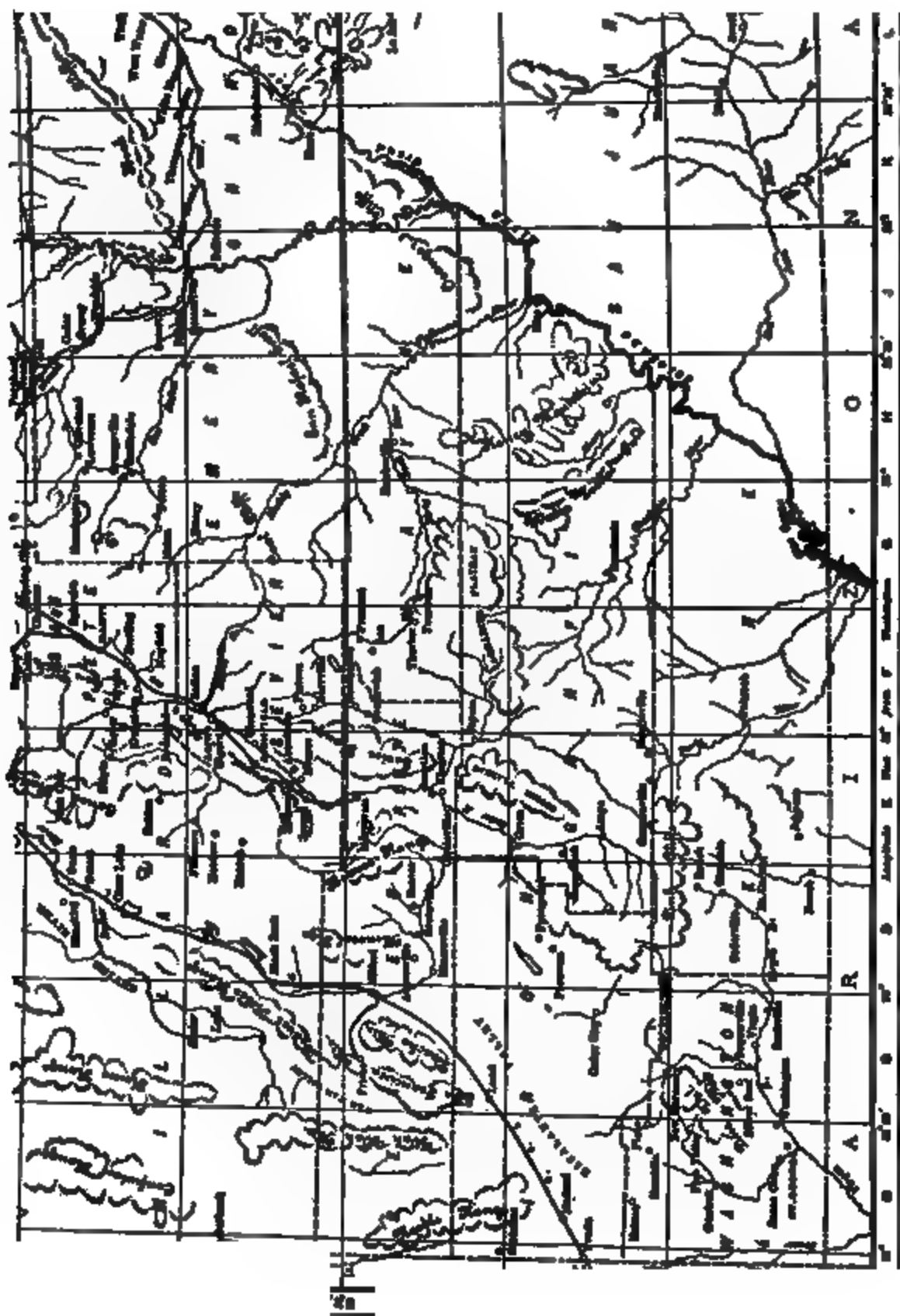
UTAH.

Cities and Towns of—	No.	Pop.
50,000 inhabitants or more.....	1	92,777
25,000 to 50,000 inhabitants.....	1	35,580
5,000 to 10,000 inhabitants.....	3	16,447
2,500 to 5,000 inhabitants.....	12	88,120



UTAH.

	No.	Pop.
Urban territory.....		172,924
Rural territory.....		200,417
Cities and towns of less than 2,500 population.....	87	80,664
Other rural territory.....		119,772
Total number of dwellings in state.....		72,649
Total number of families in state.....		77,339

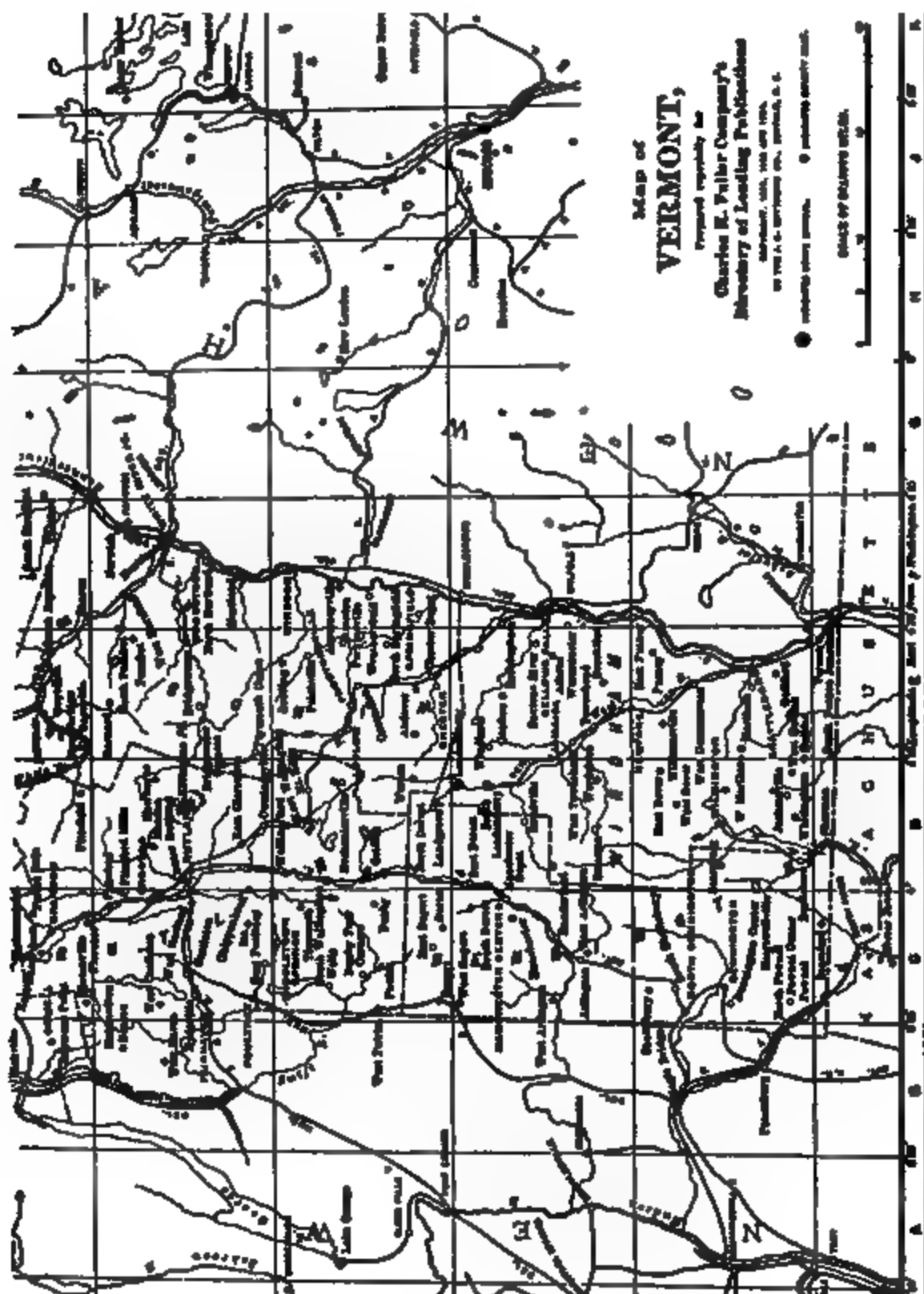


VERMONT.

Cities and Towns of—	No.	Pop.
10,000 inhabitants or more.....	3	44,743
5,000 to 10,000 inhabitants.....	7	51,221
2,500 to 5,000 inhabitants.....	23	72,964
Total urban territory.....		168,928

VERMONT.

	No.	Pop.
Rural territory.....		187,013
Towns of less than 2,500 inhabitants.....	214	186,765
Other rural territory.....		245
Total number of dwellings in state.....		77,466
Total number of families in state.....		85,178



VERMONT—Pop. 355,956.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Barre (E 5)—Pop. 10,734.				
<i>Daily Newspapers.</i>				
Times..Ind..Eve ex Su.....	© 5,815	.50	.18 N	7-13 -294
<i>Monthly Publications.</i>				
Quarry Workers' Journal□..Labor..M.....	© 4,600	.50		7-13 -301
Min. rate 12 inches 1 tl. .40 inch.				
Bellows Falls (F 9)—Pop. 4,883.				
<i>Weekly Publications.</i>				
Times..Rep..Thur	* 3,900	.50	.16 B	7-13 -280
Bennington (C 10)—Pop. 6,211.				
<i>Daily Newspapers.</i>				
Banner..Ind..Eve ex Su.....	—	.50	.10 N	7-13 -280
Brattleboro (E 10)—Pop. 6,517.				
<i>Daily Newspapers.</i>				
Reformer..Ind..Eve ex Su.....	\$ 2,485	.40	.10 I	7-13 -280
<i>Weekly Publications.</i>				
Phoenix..Rep..Fri	© 4,400	.60	.20 N	7-13 -280
<i>Monthly Publications.</i>				
Holstein Friesian Register..Stk Breeding..S-M	© 2,679	2.40		2-14 - 98
Min. rate 1 in. a-mo. 1 yr. \$1.08 insertion.				
Burlington (C 3½)—Pop. 20,468.				
<i>Daily Newspapers.</i>				
Free Press□..Rep..Morn ex Su.....	© 9,633	1.00	.20 N	7-13 -304
News□..Prog..Eve ex Su.....	\$ 7,093	.40	.20 I	7-13 -297
<i>Weekly Publications.</i>				
Free Press□..Rep..Thur	* 2,900	.50	.20 N	7-13 -304
<i>Monthly Publications.</i>				
American Medicine..Med..M	—			2-16 -112
½ p. 1 tl. \$12.00. Min. rate 1 p. mo. 1 yr. \$50.00 insertion.				
Montpelier (E 4½)—Pop. 7,856.				
<i>Daily Newspapers.</i>				
Argus..Ind..Eve ex Su.....	\$ 3,220	.50	.14 N	7-13 -280
Newport (G 2)—Pop. 2,548.				
<i>Weekly Publications.</i>				
Express & Standard..Rep..Fri.....	© 2,500	.75		7-13 -308
Min. rate 20 inches wkly. 1 yr. \$1.92 insertion.				
Rutland (D 7)—Pop. 13,546.				
<i>Daily Newspapers.</i>				
Herald□..Ind-Rep..Morn ex Su.....	\$ 5,112	.30	.15 M	7-13 -300
News□..Ind..Eve ex Su.....	\$ 3,547	.50	.15 I	7-13 -294
<i>Monthly Publications.</i>				
Farm Enterprise..Agrl..M	—	.50		4-13 -196
Min. rate 1 inch mo. 1 yr. .45 inch.				
St. Albans (C 2)—Pop. 6,381.				
<i>Daily Newspapers.</i>				
Messenger..Rep..Eve ex Su.....	\$ 3,297	.50	.12 N	7-13 -283

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

VIRGINIA—Pop. 2,061,612.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Alexandria (N 3)—Pop. 15,329.				
<i>Daily Newspapers.</i>				
Gazette..Dem..Eve ex Su.....	\$ 1,590	.50	.10 N	7-13 -280
Alta Vista (J 6)—Pop. 1,250.				
<i>Weekly Publications.</i>				
Journal..Ind-Dem..Fri	© 2,820	.18	.16 I	6-13 -276
Bristol (C 7)—Pop. 6,247.				
<i>Daily Newspapers.</i>				
Herald-Courier□.Ind-Dem.Morn & Su ex Mon	\$ 5,016	.40	.15 N	7-13 -287
Charlottesville (K 4½)—Pop. 6,765.				
<i>Daily Newspapers.</i>				
Progress..Ind-Dem..Eve ex Su.....	* 2,450	.25	.12 N	7-13 -280
Clifton Forge (H 5)—Pop. 5,748.				
<i>Daily Newspapers.</i>				
Review..Dem..Eve ex Su.....	\$ 955	.07½	.07½ F	6-13 -276
Danville (J 7½)—Pop. 19,020.				
<i>Daily Newspapers.</i>				
See□..Ind-Dem..Eve ex Su.....	\$ 5,536	.40	.14 M	7-13 -294
Register□..Dem..Morn ex Mon.....	\$ 2,494	.40	.10 M	7-13 -294
Su Morn40	.10 M	7-13 -294
Dayton (K 4)—Pop. 516.				
<i>Monthly Publications.</i>				
Musical Million..Music..M	* 1,500	1.00		2-18 -119
Min. rate 1 col. mo. 1 yr. \$6.00 insertion.				
Fredericksburg (N 4)—Pop. 5,874.				
<i>Daily Newspapers.</i>				
Journal..Ind..Eve ex Su.....	—	.06	.05 A	7-13 -308
Star..Dem..Eve ex Su.....	—	.50	.05 D	7-13 -308
Harrisonburg (K 4)—Pop. 4,879.				
<i>Daily Newspapers.</i>				
News-Record□..Ind-Dem..Morn ex Su.....	\$ 6,109	.20	.20 F	7-13 -280
Luray (L 3)—Pop. 1,218.				
<i>Weekly Publications.</i>				
News & Courier..Dem..Fri	© 3,525	.12	.12 F	6-13 -280
Lynchburg (J 6)—Pop. 29,494.				
<i>Daily Newspapers.</i>				
Advance□..Dem..Eve ex Su.....	© 4,317	.50	.12 M	7-13 -297
News□..Dem..Morn ex Su & Mon.....	© 7,147	.50	.20 M	7-13 -297
Su Morn	© 8,489	.50	.20 M	7-13 -297
Newport News (P 6½)—Pop. 20,205.				
<i>Daily Newspapers.</i>				
{ Press□..Ind-Dem..Morn ex Su & Mon... }	© 4,358	.35	.35 F	7-13 -298
{ Su Morn	© 5,758			7-13 -298
{ Times-Herald□..Dem..Eve ex Su..... }	© 4,252			7-13 -298
‡ Advertising only accepted for combination of the Press and the Times-Herald. Members A.B.C. John Budd Co., Advg. Reprs.				

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 8. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

VIRGINIA

Cities and Towns of—	No.	Pop.
100,000 inhabitants or more.....	1	127,622
50,000 to 100,000 inhabitants.....	1	67,452
25,000 to 50,000 inhabitants.....	3	97,552
10,000 to 25,000 inhabitants.....	6	95,522
5,000 to 10,000 inhabitants.....	6	36,764
2,500 to 5,000 inhabitants.....	15	51,596

VIRGINIA.

	No.	Pop.
Urban territory.....		476,529
Rural territory.....		1,585,023
Towns of less than 2,500 inhabitants.....	159	112,974
Other rural territory.....		1,472,109
Total number of dwellings in state.....		400,445
Total number of families in state.....		419,452

VIRGINIA—Continued.

	1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Norfolk (P 7)—Pop. 67,452.			
<i>Daily Newspapers.</i>			
Ledger-Dispatch☐...Ind-Dem..Eve ex Su.....© 24,697	.98	.56 D	7-13 -298
‡ Only afternoon paper in this important, thriving seaport. Carries more local, foreign, classified business than morning competitor. The John Budd Co., Advertising Representatives.			
Virginian-Pilot☐...Dem..Morn ex Su.....\$ 25,916	.98	.56 G	7-13 -294
Su Morn\$ 22,129	.98	.56 G	7-13 -294
<i>Monthly Publications.</i>			
Poultry Times..Poultry..M			
(Absorbed by Industries Hen, Louisville, Ky., May 1, 1914.)			
Petersburg (N 6)—Pop. 24,127.			
<i>Daily Newspapers.</i>			
Index Appeal..Ind..Morn ex Mon.....	.25	.25 F	7-13 -280
Progress...Dem..Eve ex Su.....			7-13 -280
Portsmouth (P 7)—Pop. 33,190.			
<i>Daily Newspapers.</i>			
Star☐...Dem..Eve ex Su.....* 3,885	.40	.20 I	7-13 -278
Pulaski (F 6½)—Pop. 4,807.			
<i>Daily Newspapers.</i>			
Southwest Times..Dem..Eve ex Sat & Su.....© 2,195	.25	.15 A	6-13 -280
Richmond (N 5½)—Pop. 127,628.			
<i>Daily Newspapers.</i>			
Journal☐...Dem..Eve ex Su.....© 20,125	.56	.56 F	7-13 -306
‡ The Richmond Journal dominates the evening field. It has the largest city circulation and carries the most local business. Member of A. B. C. The John Budd Co., Advtg. Reprs.			
News-Leader☐...Ind-Dem..Eve ex Su.....\$ 24,681	1.40	.84 G	7-13 -294
Times-Dispatch☐...Dem..Morn ex Su.....© 22,962	1.40	.70 L	7-13 -294
Su Morn© 35,127	1.68	.98 L	7-13 -294
(Cir. rating is average for 9 mos. ending Sept. 30, 1914.)			
‡ THE RICHMOND TIMES-DISPATCH printed 150,340 lines of automobile advertising in the first nine months of 1914. This is 98 per cent of all the automobile advertising which appeared in the field, and four times the amount printed by all the other papers combined. Just as it leads in automobile advertising, the Times-Dispatch leads in everything else.			
Virginian..Ind..Morn & Su.....	.70	.42 G	7-13 -290
<i>Weekly Publications.</i>			
Christian Advocate..Meth (South)..Wed.....© 6,475	.65	.52 I	3-13 -154
‡ Write Jacobs & Co., Clinton, S. C., for full information.			
Onward..Presb (South)..Thur* 36,000	.12	.10 A	4-14 -189
‡ Official Y. P.'s paper of the Presbyterian Church (South).			
Presbyterian of the South..Presb..Wed.....	1.08	.86 I	4-13 -196
Religious Herald..Bap..Thur*	.75	.60 I	3-13 -154
‡ Jacobs & Co., Clinton, S. C., guarantee 7,480 circulation.			
Southern Churchman☐...Epis..Sat© 10,000	.75	.40 I	3-14 -154
<i>Monthly Publications.</i>			
Earnest Worker☐...Presb..M© 56,000	2.80		2-16 -105
Min. rate 48 inches 1 yr. \$2.52 inch.			
Foreign Mission Journal..Bap..M.....	2.00		2-22½-150
Min. rate 1 p. mo. 1 yr. \$14.58 insertion.			

§ Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices. ‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

VIRGINIA—Continued.

Richmond—Continued.

Monthly Publications.

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Merchants' Journal & Commerce..Mercantile..M	————			4-13 -182
1-16 p. 1 tl. \$6.00. Min. rate 1 p. mo. 1 yr. \$48.00 insn.				
Missionary Survey□..Presb (South)..M.....©	24,750	2.52		2-16 -112
Min. rate 48 inches 1 yr. \$2.10 inch.				
Presbyterian (South) Sunday School Lesson Books:				
{ Home Department & Adult Bible Class Quarterly	————	1.68	1.40 A	2-14 -112
{ Lesson Quarterly for Advanced Grades.....	————	4.90	4.20 A	2-14 -112
Southern Planter□..Agrl..M	57,000	3.50	3.50 F	3-13 -126

Yearly Publications.

Warrock-Richardson Almanack..Yearly	————			1-26 - 95
¼ p. \$25.00. Min. rate 1 p. 1 tl. \$75.00.				

Roanoke (H 6)—Pop. 34,874.

Daily Newspapers.

{ World News□..Dem..Eve ex Su.....©	7,069	.98	.49 G	7-13 -294
{ Times□..Dem..Morn ex Mon.....©	10,797	.98	.49 G	7-13 -294
{ Su Morn	12,643	.98	.49 G	7-13 -294

Staunton (J 4)—Pop. 10,604.

Daily Newspapers.

Leader□..Dem..Eve ex Su.....©	4,626	.20	.14 N	7-13 -280
News□..Dem..Morn ex Su & Mon.....\$	4,209	.20	.15 N	7-13 -287
Su Morn	4,572	.20	.15 N	7-13 -287

Winchester (L 2)—Pop. 5,864.

Daily Newspapers.

Star..Dem..Eve ex Su.....©	3,490	.25	.10 I	7-13 -294
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\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

WASHINGTON.

Cities and Towns of—	No.	Pop.
100,000 inhabitants or more.....	2	241,596
50,000 to 100,000 inhabitants.....	1	82,743
10,000 to 25,000 inhabitants.....	5	96,219
5,000 to 10,000 inhabitants.....	4	21,774
2,500 to 5,000 inhabitants.....	15	52,195

—

Urban
Rural
Cities
Other
Total
Total

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
WASHINGTON —Pop. 1,141,990.				
Aberdeen (B 3½)—Pop. 13,660.				
<i>Daily Newspapers.</i>				
World☐..Ind-Rep..Eve ex Su.....	\$ 3,451	.30	.20 I	7-13 -294
<i>Monthly Publications.</i>				
Grays Harbor Poultryman..Poultry..M.....	◎ 485			8-13 -133
Bellingham (C 2)—Pop. 24,298.				
<i>Daily Newspapers.</i>				
American-Revellie☐..Rep..Morn ex Su.....	\$ 9,981	.70	.42 G	7-13 -306
Su Morn	\$ 11,330	.70	.42 G	7-13 -306
Herald☐..Rep..Eve ex Su.....	\$ 10,116	.70	.42 G	7-13 -306
¶ The only daily papers covering the three prosperous counties of Whatcom, Skagit and San Juan. Population exceeds 75,000. Knill Chamberlain Hunter, Inc., Representatives.				
Centralia (C 4)—Pop. 7,311.				
<i>Daily Newspapers.</i>				
Chronicle-Examiner..Rep..Eve ex Su.....	\$ 2,310	.15	.15 F	6-13 -276
Hub..Ind..Eve ex Su.....	\$ 1,141			6-13 -276
Harlington (C 3)—Pop. —.				
<i>Monthly Publications.</i>				
Westerner..Lit..M	—	7.00	7.00 F	3-14 -140
Ellensburg (E 3½)—Pop. 4,209.				
<i>Daily Newspapers.</i>				
Record..Ind..Eve ex Su.....	\$ 1,422	.15	.15 F	7-13 -294
Everett (C 2½)—Pop. 24,814.				
<i>Daily Newspapers.</i>				
Herald☐..Rep..Eve ex Su.....	\$ 7,753	.21	.21 F	7-13 -280
Tribune☐..Rep..Morn ex Mon.....	—	.14	.14 F	7-13 -294
Hoquiam (B 3½)—Pop. 8,171.				
<i>Daily Newspapers.</i>				
Washingtonian..Ind..Morn & Su ex Mon.....	\$ 2,363	.20	.18 N	7-13 -301
Montesano (B 3½)—Pop. 2,488.				
<i>Weekly Publications.</i>				
Vidette..Rep..Fri	◎ 1,850	.12½	.12½ F	6-13 -280
Mt. Vernon (C 2)—Pop. 2,381.				
<i>Weekly Publications.</i>				
Argus..Rep..Tu & Fri.....	◎ 2,500	.20	.15 I	6-13 -276
North Yakima (E 4)—Pop. 14,082.				
<i>Daily Newspapers.</i>				
Herald☐..Ind..Morn ex Mon.....	\$ 3,190	.42	.21 L	7-13 -287
Republic☐..Rep..Eve ex Su.....	◎ 3,200	.30	.20 N	7-13 -287
<i>Monthly Publications.</i>				
Freeman's Farmer..Agrl..M		3.50		4-13 -196
Min. rate 1 inch mo. 1 yr. \$2.98 inch.				
Olympia (C 3½)—Pop. 6,996.				
<i>Daily Newspapers.</i>				
Olympian☐..Rep..Morn & Su ex Mon.....	* 2,301	.35	.14 L	7-13½-294
Recorder☐..Rep..Eve ex Su.....	* 2,353	.35	.14 L	7-13½-294

§ Government statement—See page 5. * Gross circulation. ◎ Net circulation. ☐ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

WASHINGTON—Continued.

Port Townsend (B 2½)—Pop. 4,181.

Daily Newspapers.

Leader..Rep..Morn & Su ex Mon..... — .25 .08 I 6-13 -273

Seattle (C 3)—Pop. 237,194.

*Daily Newspapers.*North American Times (Jap)..Ind..Daily..... — .60 8-13½-182
Min. rate 5 inches daily 1 yr. .40 inch.Post Intelligencer□..Rep..Morn ex Su.....© 53,929 2.10 1.12 N 7-13 -280
Su Morn© 53,407 2.31 1.54 D 7-13 -280Press (Eng & Ger)□..Ind..Eve ex Su.....* 3,000 7-13 -301
Su Morn* 4,000 7-13 -301

Star□..Ind..Eve ex Su.....\$ 43,763 1.12 .98 G 8-12 -308

Sun□..Ind..Eve ex Su.....\$ 40,411 .98 .98 F 7-13 -290

Times□..Ind..Eve ex Su.....\$ 71,523 1.82 1.40 L 7-13 -308
Su Morn\$ 89,079 2.52 1.96 L 7-13 -308

‡ The Times is the Seattle advertiser's Klondike. Seattle is one of the few towns where one paper alone will successfully cover the field. There are 56,000 families in Seattle. The Times distributes more than this number of copies in the city limits, or more than one copy to each family. For 1914 The Times averaged 72,000 copies daily and 89,000 copies Sunday. During the year 1914 this paper carried the enormous total of 10,847,424 lines of paid advertising, beating our 1913 figures by 83,169 lines and leading our nearest competitor by 3,836,602 lines. The best is the cheapest and is most used by men who know. For further information address The S. O. Beckwith Special Agency, New York, Chicago, St. Louis.

University of Washington Daily..Collegiate
Eve ex Sat & Su during school year.....© 2,300 .40 .25 I 6-13 -273*Weekly Publications.*

Catholic Northwest Progress..Cath..Fri..... — .75 .30 N 7-13 -301

Swedish Press (Swed)..Thur..... — .35 .30 I 7-13 -308

Trade Register□..Coml..Sat* 1,550 .80 3-13 -140
(Changed to a monthly publication Jan. 1, 1915.)
Min. rate 1 p. mo. 1 yr. \$15.00 insertion.Washington Posten (Norw-Dan)□..Ind-Rep
Fri© 10,000 .50 7-13 -308
Min. rate 1 inch wkly. 1 yr. .37½ inch.*Monthly Publications.*Bungalow Magazine..Architectural..M — 8.00 2-18 -122
Min. rate 1 p. mo. 1 yr. \$76.00 insertion.Pacific Fisherman..Coml Fisheries..M.....* 8,250 3-13 -168
1-16 p. 1 tl. \$12.50. Min. rate 1 p. mo. 1 yr. \$60.00 insn.Pacific Motor Boat..Motor Boating..M.....© 19,295 2-20 -140
1-16 p. 1 tl. \$12.50. Min. rate 1 p. mo. 1 yr. \$60.00 insn.

Pacific Poultryman..Poultry..M© 12,531 2.10 .98 D 3-13 -140

Washington Farmer..Agrl..S-M — 1.68 1.68 F 4-13 -196
(Changed from The Ranch, Kent, Wash., July 1, 1914.)Western Motor Car□..Motoring..M.....© 6,000 3.50 3-14 -140
Min. rate 1 p. mo. 1 yr. \$40.00 insertion.

Spokane (H 3)—Pop. 104,402.

Daily Newspapers.

Chronicle□..Ind-Rep..Eve ex Su.....\$ 34,494 1.40 .70 O 7-13 -294

Press□..Ind..Eve ex Su.....© 8,451 .42 .35 G 8-12 -280

Spokesman Review□..Ind-Rep..Morn ex Su..© 34,807 1.40 .91 L 7-13 -294
Su Morn© 52,813 1.96 1.27½ L 7-13 -294

Times (Jap)..Daily

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

WASHINGTON—Continued.**Spokane—Continued.****Weekly Publications.**

New West Trade..Merchandising..Sat.....	© 2,425	.75	.60 D	5-13 -252
Spokesman Review□..Ind-Agrl..Tu & Fri....	© 31,455	2.10	1.96 G	7-13 -294

Monthly Publications.

Northwest Farm & Orchard..Agrl..M.....	—	2.10	1.96 A	4-13 -161
Western Farmer□..Agrl..S-M	© 32,993	2.10	2.10 F	4-13 -189

Tacoma (C 3)—Pop. 33,743.**Daily Newspapers.**

Ledger□..Rep..Morn ex Su.....	© 21,947	1.54	.63 L	7-13 -297
Su Morn	© 26,217	1.69	.69 L	7-13 -297
News□..Ind..Eve ex Su.....	© 21,374	1.54	.63 L	7-13 -297
Times□..Ind..Eve ex Su.....	\$ 10,678	.49	.42 G	8-12 -280
Tribune□..Ind..Eve ex Su.....	\$ 15,143	.42	.42 F	7-13 -294
Su Morn	\$ 16,033	.42	.42 F	7-13 -294

‡ The Tacoma Tribune, 15,929 Sunday, 15,394 daily net paid January, 1915. Ask for 1914 A. B. C. Audit.

Monthly Publications.

Northwest Horticulturist & Dairyman Hort & Agrl..M.....	© 12,800	1.75		4-13 -182
Min. rate 1 p. mo. 1 yr. \$30.00 insertion.				
See America First..Descriptive..Bi-M.....	—	3.35		3-15 -140
Min. rate ½ p. mo. 1 yr. \$36.00 insertion.				

Vancouver (C 5)—Pop. 9,300.**Daily Newspapers.**

Columbian..Rep..Eve ex Su.....	© 1,285	.25	.15 D	7-13 -308
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Weekly Publications.

Columbian..Rep..Thur	© 1,250	.25	.15 D	7-13 -308
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Walla Walla (G 4½)—Pop. 19,364.**Daily Newspapers.**

Bulletin□..Ind..Eve ex Su.....	© 2,318	.21	.21 F	7-13 -280
Su Morn	© 2,318	.21	.21 F	7-13 -280
Union□..Rep..Morn ex Su & Mon.....	© 2,976	.25	.16 N	7-13 -280
Su Morn	© 2,173	.40	.25 N	7-13 -280

‡ Pioneer daily of Southeastern Washington. Reaches all readers same date issued. Carries most local copy.

Monthly Publications.

Up-to-the-Times Magazine□..Lit..M	© 2,500	2.00		2-15 -112
Min. rate 1 p. mo. 1 yr. \$16.00 insertion.				

Wenatchee (E 3)—Pop. 4,050.**Daily Newspapers.**

World□..Ind..Eve ex Su.....	© 3,377	.40	.23 N	7-13 -308
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‡ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

TACOMA,

according to the United States postoffice and Polk's directory figures, has a population of 110,418.

It covers an area of 42.63 square miles.

Its bank deposits last year were \$20,761,386.53.

It has 102 miles of paved streets and 300 miles of graded streets.

There are 508 factories operating in the city, employing 12,987 men. Monthly payroll is \$897,600.00.

Value of the output for 1914 approximately \$68,239,000.00.

Water exports during 1913—\$22,808,810.00.

Water imports during 1913—\$22,047,478.00.

The grain warehouse capacity is 5,182,000 bushels, this capacity being tested by an overflow at the present time.

The territory covered by Tacoma and known as Tacoma trading territory is all that territory from a line 10 miles south of Seattle, east to the Cascade Mountains and south to the Oregon line.

The newspapers of Tacoma are The Tacoma Daily Ledger, published every morning, including Sunday, and holding the Associated Press franchise, and The Tacoma Daily News, published every afternoon except Sunday, holding the Associated Press franchise.

The A. B. C. statement gives The Ledger 20,488 circulation and The News 20,951. These papers are paying for this advertising.

WEST VIRGINIA

Cities and Towns of—	No.	Pop.
25,000 inhabitants or more.....	3	72,802
10,000 to 25,000 inhabitants.....	4	62,724
5,000 to 10,000 inhabitants.....	6	49,808
2,500 to 5,000 inhabitants.....	12	42,912
Total urban territory.....	...	228,242

WEST VIRGINIA.

	No.	Pop.
Rural territory.....		992,877
Cities and towns of less than 2,500 inhabitants.....	184	182,298
Other rural territory.....		860,479
Total number of dwellings in state.....		239,128
Total number of families in state.....		248,480

WEST VIRGINIA—Pop. 1,122,119.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Bluefield (D 7)—Pop. 11,188.				
Daily Newspapers.				
Telegraph..Ind-Rep..Morn ex Mon.....	\$ 4,311	.35	.15½N	7-13 -297
Times..Dem..Eve ex Su.....	—	.10	.10 F	7-13 -280
Charleston (C 5)—Pop. 22,996.				
Daily Newspapers.				
Gazette☐..Dem..Morn & Su ex Mon.....	\$ 6,312	.20	.20 F	7-13 -294
Mall☐..Rep..Eve ex Su.....	\$ 3,717	.22	.22 F	7-13 -298
Monthly Publications.				
West Virginia Educator..Educ..M.....	* 4,800	1.00		3-13½-136
Min. rate 1 col. mo. 1 yr. .70 per inch.				
Clarksburg (F 3)—Pop. 9,201.				
Daily Newspapers.				
Exponent☐..Dem..Morn ex Mon.....	\$ 6,176	.15	.15 F	7-13 -287
Su Morn15	.15 F	7-13 -287
†The Exponent is the most influential newspaper and best advertising medium to cover this field.				
Telegram☐..Rep..Eve ex Su.....	\$ 6,344	.15	.15 F	7-13 -294
Su Morn15	.15 F	7-13 -294
(First issue of Sunday Telegram Nov. 29, 1914.)				
Fairmont (F 1½)—Pop. 9,711.				
Daily Newspapers.				
Times..Dem..Morn ex Su.....	\$ 4,000	.25	.11 N	7-13 -280
West Virginian..Rep..Eve ex Su.....	—	.25	.14 N	7-13 -280
Grafton (F 3)—Pop. 7,563.				
Daily Newspapers.				
Sentinel..Rep..Eve ex Su.....	\$ 2,900	.12	.12 F	7-13 -301
Hinton (E 6)—Pop. 3,656.				
Daily Newspapers.				
News..Rep..Eve ex Su.....	—	.05	.05 F	6-13 -276
Huntington (B 4½)—Pop. 21,161.				
Daily Newspapers.				
Advertiser☐..Dem..Eve ex Su.....	\$ 5,694	.30	.15 N	7-13 -294
Herald-Dispatch☐..Rep..Morn ex Mon.....	\$ 6,406	.30	.15 N	7-13 -280
Su Morn				
Keyser (J 2½)—Pop. 3,705.				
Daily Newspapers.				
Mineral News..Ind..Eve ex Su.....	* 1,023			6-13 -276
Martinsburg (L 2½)—Pop. 10,698.				
Daily Newspapers.				
Journal☐..Ind..Eve ex Su.....	© 3,194	.25	.10½B	7-13 -294
World☐..Ind..Eve ex Su.....	\$ 2,658	.25	.08 N	7-13 -280
Morgantown (G 2)—Pop. 9,150.				
Daily Newspapers.				
New Dominion☐..Dem..Morn ex Su.....	\$ 1,469	.10	.10 F	7-13 -308
Post-Chronicle..Rep..Eve ex Su.....	\$ 1,238	.06	.06 F	6-13 -273

\$ Government statement—See page 5. *Gross circulation. ©Net circulation. □ Can use matrices.
†Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

WEST VIRGINIA—Continued.**Morgantown—Continued.****Weekly Publications.**

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
New Dominion☐...Dem..Wed	© 1,920	.10	.09 P	7-13 -308

Monthly Publications.

West Virginia School Journal..Educ..M.....	© 3,750	1.00		2-18 -119
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Min. rate 1 p. mo. 1 yr. \$8.33 insertion.

Moundsville (E 2)—Pop. 8,918.**Daily Newspapers.**

Echo..Ind..Eve ex Su.....	\$ 1,903	.12	.09 I	7-13 -290
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Weekly Publications.

Echo..Dem..Fri	\$ 2,235	.15	.12 I	7-13 -290
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Parkersburg (C 3)—Pop. 17,842.**Daily Newspapers.**

News..Rep..Morn & Su.....	—	.12	.12 F	7-13 -280
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(Name changed from Dispatch-News Jan. 1, 1915.)

Sentinel☐...Dem..Eve ex Su.....	\$ 4,321	.25	.12 A	7-13 -290
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State Journal..Rep..Eve ex Su.....	—	.15	.10 N	7-13 -290
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Weekly Publications.

Baptist Banner..Bap..Wed	—	.50	.40 I	8-13 -147
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† Jacobs & Co., Clinton, S. O., guarantee 5,000 circulation.

Monroeville (F 6)—Pop. 2,157.**Weekly Publications.**

News..Rep..Sat	* 2,943	.50	.10 C	7-13 -280
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Sutton (E 4)—Pop. 1,121.**Weekly Publications.**

Methodist Laymen's Herald..Meth..Thur.....	—	.51	.41 I	4-13 -178
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† Jacobs & Co., Clinton, S. O., guarantee 5,125 circulation.

Union (E 6)—Pop. 298.**Weekly Publications.**

Watchman..Dem..Thur	© 2,324	.50	.10 D	6-13 -280
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Wellsburg (E 1)—Pop. 4,189.**Daily Newspapers.**

Herald..Rep..Eve ex Su.....	—	.15	.05 I	7-13 -280
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Wheeling (E 1½)—Pop. 41,641.**Daily Newspapers.**

Intelligencer☐...Rep..Morn ex Su.....	\$ 11,097	1.40	.21 I	7-13 -304
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News☐...Ind..Eve ex Su.....	\$ 15,820	1.40	.31 I	7-13 -304
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Su Morn	\$ 18,510	1.40	.31 I	7-13 -304
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† The Wheeling News and Wheeling Intelligencer now circulate over 28,000 copies daily. They give far more circulation and carry far more advertising than any other two West Virginia newspapers.

The only Wheeling newspapers that issue regularly detailed, guaranteed circulation statements.

They render the service and get the business.

You can cover Wheeling, Northern West Virginia and Eastern Ohio by using these papers alone, and you can't cover this section without them.

Register☐...Dem..Morn ex Su.....	\$ 12,225	.98	.21 G	7-13 -294
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Su Morn	1.26	.35 D	7-13 -294
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Telegraph☐...Ind..Eve ex Su.....	—	.30	.15 I	8-13 -301
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§ Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

WISCONSIN.

Cities of—	No.	Pop.
100,000 inhabitants or more.....	1	373,857
25,000 to 50,000 inhabitants.....	7	219,930
10,000 to 25,000 inhabitants.....	10	150,061
5,000 to 10,000 inhabitants.....	18	123,719
2,500 to 5,000 inhabitants	37	123,453

WISCONSIN.

	No.	Pop.
Urban territory.....		1,004,320
Rural territory.....		1,329,540
Cities and villages of less than 2,500 inhabitants.....	304	238,251
Other rural territory.....		1,091,289
Total number of dwellings in state.....		462,355
Total number of families in state.....		499,629

WISCONSIN—Pop. 2,333,860.				1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Antigo (H 5)—Pop. 7,196.						
<i>Daily Newspapers.</i>						
Journal..Rep..Eve ex Su.....	© 2,325	.13	.10 N	7-13	-280	
Appleton (K 7)—Pop. 16,773.						
<i>Daily Newspapers.</i>						
Crescent..Dem..Eve ex Su.....	\$ 2,136	.25	.12 I	7-13	-276	
Post☐..Rep..Eve ex Su.....	© 2,948	.25	.10 B	7-13	-287	
<i>Weekly Publications.</i>						
Das Montagsblatt (Ger)..Ind..Mon.....	—	.30	.25 B	7-13	-294	
Der Appleton Volksfreund (Ger)..Ind..Thur....	—	.30	.25 B	7-13	-294	
Gegenwart (Ger)..Ind..Mon & Thur.....	—	.50	.15 I	7-13	-294	
Ashland (E 2½)—Pop. 11,594.						
<i>Daily Newspapers.</i>						
News..Ind..Eve ex Su.....	—	.20	.03 N	6-13	-280	
Press..Rep..Eve ex Su.....	* 1,480	.10	.10 F	6-13	-280	
Baraboo (G 8½)—Pop. 6,324.						
<i>Daily Newspapers.</i>						
News..Rep..Eve ex Su.....	© 1,450	.04	.04 F	6-13	-280	
Republic..Rep..Eve ex Su.....	\$ 1,275	.06	.06 F	6-13	-280	
<i>Weekly Publications.</i>						
News..Rep..Thur	© 2,250	.08	.08 F	6-13	-280	
Beaver Dam (J 8½)—Pop. 6,753.						
<i>Daily Newspapers.</i>						
Citizen..Ind..Eve ex Su.....	\$ 1,233	.08	.08 F	6-13	-280	
Beloit (J 10)—Pop. 15,125.						
<i>Daily Newspapers.</i>						
Free Press☐..Rep..Eve ex Su.....	\$ 3,093	.12	.10 G	7-13	-287	
† Gain over 1,000 since October 1, 1914. Reaches buyers and brings results. Member Wisconsin Daily League.						
News☐..Prog-Rep..Eve ex Su.....	\$ 4,710	.15	.15 F	7-13	-287	
† DAILY NEWS covers fully 90% of homes in this city and vicinity. Write for circulation statements and information.						
Berlin (J 7½)—Pop. 4,636.						
<i>Daily Newspapers.</i>						
Journal..Ind-Rep..Eve ex Su.....	—	.04	.04 F	6-13	-280	
Chippewa Falls (D 6)—Pop. 8,893.						
<i>Daily Newspapers.</i>						
Herald..Rep..Eve ex Su.....	\$ 2,033	.15	.12 N	7-13	-308	
Independent..Dem..Morn & Su ex Mon.....	\$ 1,012	.05	.05 F	7-13	-301	
De Pere (K 6½)—Pop. 4,478.						
<i>Weekly Publications.</i>						
Volkestem (Hollandish)..Cath..Wed	© 1,600	.12	.12 F	6-13	-273	
Dodgeville (F 9½)—Pop. 1,791.						
<i>Weekly Publications.</i>						
Chronicle..Rep..Fri	© 4,796	.25	.14 I	7-13	-304	

† Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

WISCONSIN—Continued.

Eau Claire (D 6)—Pop. 18,310.

Daily Newspapers.

{ Leader☐...Rep..Morn & Su ex Mon..... }	⊙ 3,883	.40	.27 N	{ 7-13 -294
{ Telegram☐...Rep..Eve ex Su..... }				{ 7-13 -294

‡ The location of Eau Claire makes it an important commercial center. 112 Factories have monthly pay-roll of \$250,000. Dairy products yearly output \$750,000. The Leader-Telegram is a member of the Audit Bureau of Circulations.

Weekly Publications.

Herold (Ger)..Dem..Thur	⊙ 3,674	.10	.10 F	7-13 -280
Reform (Norw)..Prohibition..Tu	—	.15	.15 F	7-13 -294

Fond du Lac (K 8)—Pop. 18,797.*

Daily Newspapers.

Commonwealth☐...Ind..Eve ex Su.....	\$ 4,392	.15	.15 F	7-13 -290
Reporter☐...Dem..Eve ex Su.....	\$ 4,082	.15	.15 F	7-13 -308

‡ The Daily Reporter, Fond du Lac, Wis., will bring results. Over 4,400 circulation daily. 15c inch plate matter. Robert E. Ward, Publisher's Representatives, Chicago, New York.

Fort Atkinson (J 10)—Pop. 3,877.

Weekly Publications.

Hoard's Dairyman..Dairy..Fri	⊙ 66,500	5.60	5.60 F	4-13 -182
Union (Eng & Ger)..Rep..Fri.....	⊙ 2,600	.25	.25 F	7-13 -308

Grand Rapids (G 7)—Pop. 6,521.

Daily Newspapers.

Reporter..Prog-Rep..Eve ex Su.....	—	.06	.06 F	7-13 -308
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Green Bay (K 6½)—Pop. 25,236.

Daily Newspapers.

Gazette☐...Rep..Eve ex Su.....	\$ 5,467	.18	.12 N	7-13 -280
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‡ The Green Bay Gazette serves nearly every family in the city and reaches 88 smaller towns.

Weekly Publications.

Gazette☐...Rep..Wed & Sat.....	⊙ 3,185	.18	.12 N	7-13 -280
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Hamburg (G 5½)—Pop. 985.

Monthly Publications

Der Gefluegel-Zuechter (Ger)..Poultry & Agrl..M	—	1.00		3-13 -147
Min. rate 1 in. mo. 1 yr. .62½ inch.				

Janesville (H 10)—Pop. 13,894.

Daily Newspapers.

Gazette☐...Rep..Eve ex Su.....	\$ 6,774	.40	.22 I	7-13 -294
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‡ The daily Gazette covers Janesville and this southern Wisconsin field completely. It coöperates with advertisers.

Kenosha (L 10)—Pop. 21,371.

Daily Newspapers.

News☐....Ind-Rep..Eve ex Su.....	\$ 3,200	.12	.08 N	7-13 -280
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La Crosse (D 8)—Pop. 30,417.

Daily Newspapers.

Leader-Press☐...Ind..Eve ex Su.....	⊙ 7,272	.25	.19 B	7-13 -304
Tribune☐...Ind..Eve ex Su.....	⊙ 7,313	.21	.21 F	7-13 -280

⊙ Government statement—See page 5. *Gross circulation. ⊙ Net circulation. ☐ Can use matrices. ‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

WISCONSIN—Continued.

La Crosse—Continued.

Weekly Publications.

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Chronicle..Rep..Su	—	.19	.19 F	7-13 -304
{ Herold und Volksfreund (Ger)..Dem..Sat.. }	* 3,500	.10	.10 F	7-13 -308
{ Volksfreund (Ger)..Dem..Wed..... }				7-13 -308
Volkspost (Ger)..Ind-Rep..Wed	—	.70	.70 F	7-13 -308

Monthly Publications.

Light..Social Purity..Bi-M	© 22,755	3.00		2-14½-112
Min. rate 1 p. bi-mo. 1 yr. \$30.00 insertion.				
Open Exhaust□..Motor Boating..M.....	* 3,663	3.25		3-16 -168
Min. rate 1 p. mo. 1 yr. \$34.10 insertion.				

Madison (H 1½)—Pop. 25,531.

Daily Newspapers.

Democrat..Dem..Morn ex Mon.....	—	.30	.20 N	7-13 -294
News..College..Eve ex Su.....	—	.15		4-13 -210
(Published during college year only.)				
Min. rate 1,950 in. (10 in. daily) .08 inch.				
State Journal□..Rep..Eve ex Su.....	© 11,663	.56	.28 I	7-13 -294
† The Wisconsin State Journal, Madison, Wisconsin, 7 days a week; member Audit Bureau of Circulations, 4th quarterly report gives 12,122 net paid. Carries exclusively in Madison, Westfield Pure Food Campaign.				

Weekly Publications.

Amerika (Norw)..Rep..Fri	—	.50		4-13 -175
Min. rate 1 in. wkly. 13 tl. .40 inch.				
Wisconsin Botschafter (Ger)..Dem..Fri.....	© 2,500	.25	.21 I	6-13 -280
Wisconsin Farmer..Agrl..Thur	© 80,308	4.90	3.78 A	4-13 -187
Wisconsin Staats-Zeitung (Ger)..Dem..Tu....	© 2,500	.25	.21 I	6-13 -280

Monthly Publications.

American Thresherman..Trade..M	—	5.69	4.20 C	4-13 -182
Equity News..Agrl..S-M	* 12,500	.84	.70 C	3-13 -140
Gas Review..Trade..M	—	5.40		2-17 -126
Min. rate 1 p. mo. 1 yr. \$80.00 insertion.				
La Follette's Magazine□..Lit..M	* 37,000	1.75	1.75 F	4-14 -189
Changed from wkly. to mo. publication Nov. 1, 1914.)				
Wisconsin Country Magazine..Agrl..S-M.....	© 1,100	.90		2-13 -105
Min. rate 1 p. a-mo. 1 yr. \$7.50 insertion.				
Wisconsin Journal of Education..Educ				
M ex July & August.....	—	1.50		2-18 -119
Min. rate 1 in. 10 mo. \$1.20 inch.				

Manitowoc (L 7)—Pop. 13,027.

Daily Newspapers.

Herald..Prog-Dem..Eve ex Su.....	\$ 3,145	.20	.14 B	7-13 -280
News..Rep..Eve ex Su.....	\$ 1,816	.10	.10 F	6-13 -280

Marinette (L 5)—Pop. 14,610.

Daily Newspapers.

Eagle-Star□..Ind-Rep..Eve ex Su.....	© 3,550	.25	.12 I	7-13 -280
† The Eagle-Star covers its field so efficiently that it has no competitor in Northeastern Wisconsin within 45 miles.				

Marshfield (F 6)—Pop. 5,783.

Weekly Publications.

News..Rep..Thur	© 3,250	.15	.15 F	8-13 -336
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§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

WISCONSIN—Continued.

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Menasha (K 7)—Pop. 6,081.				
<i>Daily Newspapers.</i>				
Record..Rep..Eve ex Su.....	962	.06	.06 F	6-13 -280
Menominee (C 6)—Pop. 5,036.				
<i>Weekly Publications.</i>				
News..Rep..Thur	3,750	.25	.20 B	7-13 -308
Merrill (G 5)—Pop. 8,689.				
<i>Daily Newspapers.</i>				
Herald..Ind..Eve ex Su.....	1,961	.12	.12 F	6-13 -280
Milton (J 10)—Pop. 833.				
<i>Monthly Publications.</i>				
Profitable Poultry..Poultry..M	—	.84	.70 A	3-13 -133
Milwaukee (L 9½)—Pop. 373,857.				
<i>Daily Newspapers.</i>				
Evening Wisconsin□..Rep..Eve ex Su.....	\$ 33,527	1.12	.70 N	7-13 -301
‡ The Evening Wisconsin is a clean, fearless, home newspaper. It carries full copy for all local merchants. It reaches the very best class of buyers— The well paid artisans, business and professional men. Kelley-Smith Company, Publishers' Representatives, New York and Chicago.				
Free Press□..Ind-Rep..Morn ex Su.....	40,389	.70	.70 F	7-13 -291
Su Morn	20,884	.70	.70 F	7-13 -291
{ Germania-Herald (Ger)..Ind-Rep				
Morn & Eve ex Su.....	\$ 31,593	.84	.84 F	7-13 -301
{ Sonntagspost (Ger)..Ind-Rep..Su Morn				
	\$ 31,593	1.12	1.12 F	7-13 -301
‡ Milwaukee is so thoroughly German that no advertiser can cover this field without these German newspapers. They are the only German newspapers in Milwaukee and cover the most desirable German field in the U. S. These cash-paying people place great confidence in their mother-tongue papers. No wide-awake advertiser should come into Milwaukee without placing his advertisement in the above papers. Each daily has its own readers.				
Journal□..Ind..Eve ex Su.....	\$ 31,522	1.26	1.26 F	8-12½-297
Su Morn	\$ 56,827	1.26	1.26 F	8-12½-297
Kuryer Polski (Polish)□..Rep..Eve ex Su...	25,105	.84	.42 N	7-13 -304
Su Morn	26,750	.84	.42 N	7-13 -304
(Cir. rating is average for September, 1914, only.)				
‡ For general publicity or mail-order business, advertisers should realize the necessity of using the Daily Kuryer Polski (the oldest Polish daily paper in America). There are 90,000 Polish people in Milwaukee and 4,000,000 in the U. S. The Kuryer Polski covers fully the Milwaukee field and has a fair circulation throughout U.S.				
Leader□..Socl-Dem..Eve ex Su.....	\$ 36,768	.98	.84 G	7-13 -294
‡ This paper is owned by its readers, who patronize its advertisers only. You can reach 40% of Milwaukee's population by advertising in the Leader. Costs 10c per week, and yet has second largest home circulation in Milwaukee.				
News□..Dem..Eve ex Su.....	29,008	1.40	.63 L	7-13 -297
‡ If you want Guaranteed Home Circulation in and around Milwaukee, and the Best Advertising Buy, use the News, the Pioneer Penny Paper. The only daily here that has one subscription price. G. Logan Payne Co., Representatives.				
Nowiny Polski (Polish)..Dem..Eve ex Su.....	—	.50	.50 F	7-13 -280
Sentinel□..Rep..Morn & Eve ex Su.....	51,230	1.40	.70 I	7-13 -308
Su Morn	54,511	2.10	1.40 D	7-13 -308

‡ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

WISCONSIN—Continued.

Milwaukee—Continued.

Weekly Publications.

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Acker und Gartenbau Zeitung (Ger) □...Agrl				
Sat	⊙ 44,788	2.80	2.80 F	4-15 -196
Catholic Citizen □...Cath..Sat	⊙ 28,000	1.25		7-13 -301
Min. rate 1 in. wkly. 1 yr. .56 inch.				
Columbia (Ger) □...Cath..Thur	⊙ 8,345	.60		7-13 -308
Min. rate 1 in. wkly. 1 yr. .38½ inch.				
Der Landman (Ger)...Agrl..Sat.....	—	.56	.56 F	5-12 -217
Der Seebote (Ger) □...Dem..Wed.....	⊙ 7,313	.40		8-13 -301
Min. rate 1 in. wkly. 1 yr. .29 inch.				
Der Sonntagsbote (Ger) □...Dem..Su.....	⊙ 8,317	.60		7-13 -301
Min. rate 1 in. wkly. 1 yr. .38½ inch.				
Die Rundschau (Ger) □...Ind..Wed.....	⊙ 25,000	1.40	1.40 F	7-13 -301
‡ Reaches loyal German families. The best paper for mail orders from prosperous cash buyers.				
Democrat (Boh)...Rep..Wed	—	.50	.25 N	4-13 -196
Excelsior (Ger)...Cath..Thur	—	.42	.42 F	7-13 -304
Germania (Ger) □...Ind..Tu	⊙ 100,000	3.50	3.50 F	7-13 -301
‡ The Weekly Germania is a fine family mail-order medium with a national circulation to reach cash-paying Germans in the country and on the farm who have great confidence in its contents.				
You cannot reach these people through any other source.				
Haus und Bauerfreund (Ger) □...Agrl..Fri....	⊙ 100,000	3.50	3.50 F	4-15 -210
‡ Haus und Bauernfreund is the leading weekly farm paper. In a class by itself. The best pulling foreign language farm journal in the Union.				
Its readers are prosperous and buy for spot cash.				
Living Church..Epis..Sat	—	2.80	1.68 C	3-14 -160
Times..Local..Sat	—	.60	.52 G	7-13 -287
Vorwaerts (Ger)...Socl..Su.....	—	.40	.30 I	7-13 -294
Young Churchman..Epis..Sat	—	3.50	2.10 C	2-16 -112

Monthly Publications.

American Journal of Education..Educ..M.....	—	2.00		2-15 -119
(Dated also at St. Louis, Mo.)				
Min. rate 1 p. mo. 10 mos. \$15.40 insertion.				
American School Board Journal..Educ..M....	⊙ 10,500			4-13 -168
1-12 p. 1 ti. \$12.00. Min. rate 1 p. mo. 1 yr. \$80.00 insn.				
Brooms, Brushes & Handles..Trade..M.....	⊙ 3,000	2.00		2-16 -112
Min. rate 1 p. mo. 1 yr. \$25.00.				
Catholic School Journal..Educ..M				
Ex July & August.....	—	2.00		3-13 -140
Min. rate 1 p. mo. 10 ti. \$20.00 insertion.				
Die Deutsche Hausfrau (Ger)...Lit..M.....	⊙ 52,780	4.20	4.20 F	3-13½-147
‡ Die Deutsche Hausfrau, Milwaukee, the Woman's Home Journal of the German language. Our field, the German homes. Goes to a splendid buying class who cannot be reached through any other mediums.				
The only publication of its kind in the United States.				
Fordowner..Motoring..M	—			2-16 -119
½ p. 1 ti. \$20.00. Min. rate 1 p. mo. 1 yr. \$50.00 insn.				
Handle Trade..Woodworking..M	⊙ 2,000	2.00		2-16 -112
Min. rate 1 p. mo. 1 yr. \$16.00 insertion.				
Industrial-Arts Magazine..Educ..M	⊙ 4,000	4.80		2-19½-140
Min. rate 1 p. mo. 1 yr. \$36.00 insertion.				
Milk Dealer..Milk Trade..M.....	—	2.50		2-22 -140
Min. rate ½ p. mo. 1 yr. \$5.00 insertion.				
Our Young People..Cath..M.....	—	2.00		3-13 -140
Min. rate 10 in. mo. 1 yr. .50 inch.				

‡ Government statement—See page 5. *Gross circulation. ⊙ Net circulation. □ Can use matrices.
 ‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

WISCONSIN—Continued.

Milwaukee—Continued.

Monthly Publications.

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Progressive..Trapping & Fur Trade..M.....©	19,260	2.80	2.80 F	3-13½-126
Wisconsin Banker..Financial..M	—			2-20 -133
½ p. 1 tl. \$3.00. Min. rate 1 p. mo. 1 yr. \$25.00 insertion.				
Wisconsin Motorist..Motoring..M	5,000			2-16 -112
½ p. 1 tl. \$5.00. Min. rate 1 p. mo. 1 yr. \$35.00 insertion.				

Yearly Publications.

Columbia Familien-Kalender (Ger)..Yearly...©	9,700			2-16 -115
½ p. \$6.00. Min. rate 1 p. \$20.00.				
Germania Kalender (Ger)..Yearly.....©	40,000			1-24 - 87
½ p. \$12.00. Min. rate ½ p. \$20.00.				
Nova Vlast Obcansky Almanac (Boh)..Yearly... —				2-18 -126

Monroe (G 10)—Pop. 4,410.

Daily Newspapers.

Journal..Rep..Eve ex Su.....	—	.20	.05 I	6-13 -280
Times..Prog-Rep..Eve ex Su.....	—	.05	.05 F	6-13 -280

Neenah (K 7)—Pop. 5,734.

Daily Newspapers.

News..Rep..Eve ex Su.....	—	.08	.08 F	5-13 -252
Times..Dem..Eve ex Su.....	—	.08	.08 F	7-13 -308

Monthly Publications.

Friend & Guide□..Frat..M	29,533	2.10		4-13 -190
Min. rate 1 p. 1 tl. \$100.00.				

Oconto (L 6)—Pop. 5,629.

Weekly Publications.

Enquirer..Rep..Fri	2,000			6-13 -280
Reporter..Rep..Thur	2,450	.15	.15 F	6-13 -280

Oshkosh (J 7½)—Pop. 33,062.

Daily Newspapers.

Northwestern□..Rep..Eve ex Su.....©	11,751	.50	.30 N	7-13 -297
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Portage (J 8½)—Pop. 5,544.

Daily Newspapers.

Democrat..Dem..Eve ex Su.....©	825			7-13 -308
Register..Rep..Eve ex Su.....©	1,050	.12	.10 A	7-13 -280

Racine (L 10)—Pop. 38,002.

Daily Newspapers.

Call□..Prog..Eve ex Su.....	4,700	.15	.15 F	7-13 -280
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† The Racine Daily Call guarantees the largest CITY CIRCULATION of any Racine newspaper. G. Logan Payne, Advertising Representative, Chicago, New York and Boston.

Journal-News□..Rep..Eve ex Su.....©	5,631	.35	.20 I	7-13 -276
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† The Racine Journal-News has several thousand more circulation than other Racine paper. Audited by A. B. C.

Times□..Prog-Rep..Eve ex Su.....©	4,300	.28	.21 D	7-13 -280
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Weekly Publications.

Wisconsin Agriculturist..Agrl..Thur	64,048	4.20	4.20 F	4-13 -196
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Monthly Publications.

Norden (Norw-Dan)..Family..M	—	1.40	1.12 A	4-14 -168
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‡ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

WISCONSIN—Continued.

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Sheboygan (L 8)—Pop. 26,398.				
<i>Daily Newspapers.</i>				
Amerika (Ger)..Rep..Eve ex Su.....	\$ 1,493	.10	.10 F	6-13 -276
Journal□..Ind-Rep..Eve ex Su.....	2,385	.07	.07 F	7-13 -294
Press□..Dem..Eve ex Su.....	2,076	.20	.12 D	7-13 -277
Telegram..Rep..Eve ex Su.....	—	.06	.06 F	7-13 -280
<i>Weekly Publications.</i>				
Herald..Rep..Sat	3,560	.18	.18 F	7-13 -304
Sheboygan Falls (L 8)—Pop. 1,630.				
<i>Weekly Publications.</i>				
News & Dairy Market Reporter..Dairy..Wed.	2,000	.15	.15 F	6-13 -276
Stevens Point (G 6½)—Pop. 8,692.				
<i>Daily Newspapers.</i>				
Journal..Rep..Eve ex Su.....	—	.07	.07 F	7-13 -294
<i>Weekly Publications.</i>				
Gwiazda Polarna (Polish)..Ind..Sat.....	45,000	1.50	1.20 B	7-13 -294
Rolnik (Polish)..Ind..Fri	13,000	.50	.40 B	7-13 -294
Stoughton (H 10)—Pop. 4,761.				
<i>Daily Newspapers.</i>				
Courier-Hub..Rep..Eve ex Su.....	1,000	.10	.10 F	6-13 -280
Sturgeon Bay (M 6)—Pop. 4,262.				
<i>Weekly Publications.</i>				
Democrat..Ind-Rep..Fri	2,925	.15	.15 F	6-13 -280
Superior (B 3)—Pop. 40,384.				
<i>Daily Newspapers.</i>				
Telegram□..Ind-Rep..Eve ex Su.....	13,989	.35	.32 I	7-13 -280
† Superior—population 50,000. The Evening Telegram is the city's only newspaper.				
Tyomies (Finnish)..Socialist..Eve ex Su.....	12,963	.42	.33 L	7-13 -294
<i>Weekly Publications.</i>				
Svenska-Amerikanska Tribunen (Swed)				
Rep..Fri	—	.62	.62 F	7-13 -276
Viroqua (E 8½)—Pop. 2,059.				
<i>Weekly Publications.</i>				
Censor..Rep..Wed	3,168			7-13 -308
Watertown (J 9)—Pop. 8,829.				
<i>Daily Newspapers.</i>				
Times..Ind..Eve ex Su.....	1,980	.13½	.07½ N	7-13 -304
<i>Monthly Publications.</i>				
Farmers' Veterinary Advisor..Veterinary..M...	—	1.68	1.12 A	3-14 -140
Waukesha (K 9½)—Pop. 8,740.				
<i>Weekly Publications.</i>				
Freeman..Rep..Thur	3,085	.10	.10 F	6-13 -273
Waupaca (H 7)—Pop. 2,789.				
<i>Weekly Publications.</i>				
Republican Post..Ind-Rep..Thur	2,875	.28	.14 H	6-13 -280
Wausau (G 5½)—Pop. 16,560.				
<i>Daily Newspapers.</i>				
Record-Herald□..Rep..Eve ex Su.....	3,980	.25	.15 D	7-13 -280

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

WYOMING—Pop. 145,965.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Casper (F 4)—Pop. 2,639.				
<i>Daily Newspapers.</i>				
Press..Prog..Eve ex Su.....*	700			6-13 -280
<i>Weekly Publications.</i>				
Press..Prog..Fri	* 1,100			6-13 -280
Record□..Dem..Tu	◎ 625			6-13 -280
Tribune..Rep..Thur	◎ 1,145			6-13 -273
Cheyenne (H 5½)—Pop. 11,320.				
<i>Daily Newspapers.</i>				
State Leader□..Dem..Morn ex Su & Mon....	\$ 4,946	.35	.28 D	7-13 -280
Su Morn	\$ 6,215	.35	.28 D	7-13 -280
Tribune□..Rep..Eve ex Su.....	\$ 5,533	.30	.20 I	7-13 -280
<i>Weekly Publications.</i>				
Wyoming Labor Journal□..Labor..Fri.....	◎ 11,225			5-13 -231
<i>Monthly Publications.</i>				
Trans-Missouri Farmer & Ranchman..Agrl..S-M (Consolidated with Western Farm Life, Denver, Colo, Aug. 15, 1914.)				
Wyoming Stockman-Farmer□..Agrl..M	◎ 29,107	2.10	2.10 F	4-13 -182
Douglas (G 4)—Pop. 2,264.				
<i>Weekly Publications.</i>				
Budget..Dem..Thur	◎ 1,220			6-13 -278
Lander (D 4)—Pop. 1,812.				
<i>Weekly Publications.</i>				
State Journal..Rep..Fri	◎ 1,178	.15	.12½ D	7-13 -308
Laramie (G 5)—Pop. 8,237.				
<i>Daily Newspapers.</i>				
Boomerang□..Dem..Eve ex Su.....	◎ 750	.15	.10 I	7-13 -280
Republican□..Rep..Eve ex Su.....	\$ 922	.20	.08 I	6-13 -280
Rawlins (E 5)—Pop. 4,256.				
<i>Weekly Publications.</i>				
Republican..Rep..Thur	* 1,080			6-13 -276
Sheridan (F 2)—Pop. 8,408.				
<i>Daily Newspapers.</i>				
Enterprise□..Dem..Eve ex Sat & Su.....	◎ 2,113	.20	.20 F	7-13 -280
Su Morn	◎ 2,113	.20	.20 F	7-13 -280
<i>Weekly Publications.</i>				
Post..Prog..Tu & Fri.....	◎ 2,700	.20	.15 N	6-13 -276
Enterprise□..Dem..Tu & Fri.....	◎ 2,365	.20	.20 F	7-13 -280

\$ Government statement—See page 5. * Gross circulation. ◎ Net circulation. □ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 8. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

WYOMING.

Cities and Towns of—	No.	Pop.
10,000 inhabitants or more.....	1	11,270
5,000 to 10,000 inhabitants.....	3	22,423
2,500 to 5,000 inhabitants.....	3	9,478
Total urban territory.....		43,221

WYOMING.

	No.	Pop.
Rural territory.....		102,744
Towns of less than 2,500 inhabitants.....	41	22,866
Other rural territory.....		79,878
Total number of dwellings in state.....		30,969
Total number of families in state.....		32,992



ALBERTA	Urban population.....	153,274
ALBERTA	Rural population.....	232,729
BRITISH COLUMBIA.....	Urban population.....	202,684
BRITISH COLUMBIA.....	Rural population.....	188,798
MANITOBA	Urban population.....	241,822
MANITOBA	Rural population.....	268,117
SASKATCHEWAN	Urban population.....	131,865
SASKATCHEWAN	Rural population.....	326,636

ALBERTA	Total number of dwellings.....	87,672
ALBERTA	Total number of families	90,346
BRITISH COLUMBIA.....	Total number of dwellings.....	74,677
BRITISH COLUMBIA.....	Total number of families	79,835
MANITOBA	Total number of dwellings.....	84,511
MANITOBA	Total number of families	89,861
SASKATCHEWAN	Total number of dwellings.....	118,283
SASKATCHEWAN	Total number of families	120,751

CANADA—Pop. 7,500,000.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
ALBERTA—Pop. 385,000.				
Calgary (L 5)—Pop. 75,000.				
<i>Daily Newspapers.</i>				
Albertan☐..Lib..Morn ex Su.....	© 17,957	.70	.56 B	8-13 -322
‡ The Morning Albertan is a paper of character and standing, serving the best citizens. Has a home delivered circulation. The Morning Albertan is read in all parts of Alberta the day of publication. Member of the Audit Bureau of Circulations.				
Herald☐..Ind..Eve ex Su.....	© 21,206	.84	.70 A	8-13 -308
‡ Circulation of evening Herald, December 31, 1914, more than 20,000 per issue. Leading medium to cover the greatest growing market in Canada. Henry DeClerque, U. S. Representative.				
News-Telegram☐..Ind..Eve ex Su.....	© 18,443	.42	.42 F	8-13 -280
‡ Best buy in Calgary, rate, circulation considered. Now exceeds 20,000. Member A. B. C. Knill Chamberlain Hunter, Inc.				
<i>Weekly Publications.</i>				
Albertan☐..Lib..Fri	© 4,900	.35	.35 F	8-13 -322
Deutsche Canadier (Ger)..Ind..Thur.....	—	.15	.15 F	7-13 -301
Herald☐..Ind..Thur	* 7,625	.35	.35 F	8-13 -308
Western Standard..Ind..Sat	—	.56	.56 F	7-13 -276
<i>Monthly Publications.</i>				
Building World..Non-Polit..M	—	1.25		8-13½-140
Min. rate 1 p. mo. 1 yr. \$25.00 insertion.				
Commercial Review..Non-Polit..S-M	—	1.25		8-13½-140
Min. rate 1 p. mo. 1 yr. \$24.00 insertion.				
Dry Goods & Dress..Non-Polit..M	—	1.25		8-13½-140
Min. rate 1 p. mo. 1 yr. \$24.00 insertion.				
Farm & Ranch Review..Agrl..S-M.....	© 18,000	1.68	1.68 F	4-13 -180
Edmonton (L 4)—Pop. 53,000.				
<i>Daily Newspapers.</i>				
Bulletin☐..Lib..Morn & Eve ex Su.....	—	.60	.30 B	7-13 -287
Journal☐..Con..Morn & Eve ex Su.....	© 17,534	.56	.56 F	7-13 -305
‡ Edmonton Journal—leading daily in the capital city of Alberta. Sworn net circulation now over 17,000. Henry DeClerque, U. S. Representative, Chicago and New York.				
<i>Weekly Publications.</i>				
Alberta Herald (Ger)..Agrl..Thur	© 5,198	.28	.24 B	6-13½-280
Bulletin☐..Lib..Mon & Thur.....	—	.35	.35 F	7-13 -287
Le Courrier de l'Ouest (Fr)..Ind..Thur.....	* 6,500	.40	.40 F	7-13 -280
<i>Monthly Publications.</i>				
Westland Magazine..Relig..M	—	.50	.50 F	8-13 -140
Lethbridge (J 9)—Pop. 14,000.				
<i>Daily Newspapers.</i>				
Herald☐..Ind-Lib..Eve ex Su.....	© 5,639	.25	.25 F	7-13 -280
<i>Weekly Publications.</i>				
Herald☐..Ind-Lib..Wed	© 2,306	.17½	.17½ F	7-13 -280
Medicine Hat (L 8½)—Pop. 11,000.				
<i>Daily Newspapers.</i>				
News☐..Lib..Eve ex Su.....	© 3,228	.17½	.17½ F	7-13 -308
‡ Medicine Hat, with twenty producing gas wells, is largely an industrial city. The Daily News sworn city circulation of 2,449 reaches every home.				
Times..Con..Morn ex Su.....	—	.17½	.17½ F	7-13 -301

§ Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices. ‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

BRITISH COLUMBIA—Pop. 392,480.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Granbrook (K 6)—Pop. 4,000.				
<i>Weekly Publications.</i>				
Prospector..Con..Sat	© 1,425	.20	.20 F	7-13 -301
Fernie (K 8)—Pop. 6,500.				
<i>Weekly Publications.</i>				
District Ledger..Socl..Sat	—	.63	.21 P	7-13 -294
Kamloops (G 5)—Pop. 4,300.				
<i>Weekly Publications.</i>				
Standard..Con..Tu & Fri.....	© 1,900			6-13 -280
Nanaimo (F 6)—Pop. 10,000.				
<i>Daily Newspapers.</i>				
Free Press..Con..Eve ex Su.....	—	.15	.15 F	7-13 -301
Herald..Con..Morn ex Mon.....	© 2,250	.20	.17 B	7-13 -294
‡ The Nanaimo Daily Herald is a fearless newspaper widely read. Special leased wire service.				
Nelson (J 6)—Pop. 7,200.				
<i>Daily Newspapers.</i>				
News□..Con..Morn ex Su.....	© 4,570	.24½	.24½ F	7-13 -287
New Westminster (F 6)—Pop. 18,000.				
<i>Daily Newspapers.</i>				
British Columbian..Con..Eve ex Su.....	© 3,150	.60		6-13 -273
Min. rate 400 inches in 1 month .20 inch.				
<i>Weekly Publications.</i>				
British Columbian..Con..Tu	© 3,250	.50	.25 N	4-13 -182
North Vancouver (F 6)—Pop. 10,000.				
<i>Weekly Publications.</i>				
North Shore Press..Con..Tu & Fri.....	© 1,750			6-13 -280
Prince Rupert (B 3)—Pop. 6,500.				
<i>Daily Newspapers.</i>				
Empire..Con..Eve ex Su.....	—	.25	.25 F	6-13 -280
News..Lib..Eve ex Su.....	—	.50		7-13 -294
Min. rate 70 inches or more per week .15 inch.				
Vancouver (F 6)—Pop. 160,000.				
<i>Daily Newspapers.</i>				
Building Record..Building..Morn ex Su.....	© 745			6-13 -266
(Changed to a tri-wkly. publication (Mon., Wed. & Fri.) Oct. 1, 1914.)				
News-Advertiser□..Con..Morn ex Su & Mon..	© 15,652	.42	.42 F	7-13 -308
Su Morn	© 21,970	.42	.42 F	7-13 -308
‡ The aristocrat of the Northwest. Only Sunday paper in Vancouver. Circulation now exceeds 16,000 daily; 20,000 Sunday. I. S. Wallis & Son, Western Representatives, Chicago.				
Province□..Ind..Eve ex Su.....	© 42,117	1.68	.84 G	7-13 -294
Sun□..Lib..Morn ex Su.....	—	.56	.56 F	7-13 -294
‡ 23,887 paid circulation for three months ending Nov. 30, 1914, as per publishers' statement.				
Tai-Hon Yat-Bo (Chinese)..Morn ex Su.....	* 3,000			
Tairiku Nippo (Jap)..Non-Part..Eve ex Su...	* 3,200			8-13 -171
1 in. daily 1 mo. \$3.00. Min. rate 1 in. daily 1 yr. \$12.00.				
World□..Ind-Lib..Eve ex Su.....	© 35,119	.98	.70 D	7-13 -294
‡ Only independent newspaper. The World offers the lowest rate per thousand in the Northwest. Present circulation over 38,000. Member A. B. C. Knill Chamberlain Hunter, Inc., Rep.				

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
average circulation for six months ending September 30, 1914, unless otherwise noted.

BRITISH COLUMBIA—Continued.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Vancouver—Continued.				
Weekly Publications.				
Saturday Sunset☐...Ind..Sat	_____	.98	.98 F	6-13 -280
Shipping Guide..Marine..Mon, Wed & Fri.....	☉ 1,150			9-13 -364
Western Call..Con..Fri	_____	.50		6-13 -280
Min. rate 6,240 inches in 1 yr. .25 inch.				
Western Clarion..Socl..Sat	☉ 4,500			7-13 -308
Monthly Publications.				
British Columbia Magazine..Lit..M.....	_____			2-16 -112
¼ p. 1 tl. \$7.00. Min. rate ½ p. 1 tl. \$12.50.				
Fruit & Farm☐...Agri..M.....	☉ 5,400	1.40		3-15 -143
Min. rate 1 p. mo. 1 yr. \$32.00 insertion.				
Western Canadian Motorist..Auto..M.....	_____			3-13½-136
1-6 p. 1 tl. \$10.00. Min. rate 1 p. mo. 1 yr. \$30.00 insn.				
Victoria (F 6½)—Pop. 51,000.				
Daily Newspapers.				
Colonist☐...Con..Morn ex Su & Mon.....	} _____	.56	.56 F	7-13 -280
Su Morn70	.70 F	7-13 -280
Times☐...Lib..Eve ex Su.....	_____	1.40	.42 G	7-13 -280
Weekly Publications.				
Times..Lib..Wed & Sat.....	_____	.35	.15 G	7-13 -280
Week..Ind..Sat	_____	.80	.80 F	6-13 -273

§ Government statement—See page 5. *Gross circulation. ☉Net circulation. ☐ Can use matrices.
¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
are explained on pages 2 and 8. Sworn circulation statements in bold face type. Each rating is the
average circulation for six months ending September 30, 1914, unless otherwise noted.

MANITOBA—Pop. 500,000.**Brandon (S 6)—Pop. 18,000.***Daily Newspapers.*

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Sun..Con..Eve ex Su.....*	4,727	.30	.14 N	7-13 -280

Weekly Publications.

Sun..Con..Thur	*	3,214	.30	.14 N	7-13 -280
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Portage La Prairie (S 5½)—Pop. 6,000.*Daily Newspapers.*

Graphic..Ind-Lib..Eve ex Su.....	—	.10	.10 F	6-13 -280
Review..Con..Eve ex Su.....	—	.10	.10 F	6-13 -273

Winnipeg (T 5½)—Pop. 200,000.*Daily Newspapers.*

{ Free Press□..Lib..Morn ex Su..... }	©	65,703	1.12	1.12 F	8-12½-308
{ News-Bulletin□..Lib..Eve ex Su..... }					8-12½-308
Telegram□..Con..Morn & Eve ex Su.....	©	51,324	.98	.98 F	7-13 -280
(Changed to evening edition only Jan. 15, 1915.)					
Tribune□..Ind..Eve ex Su.....	©	27,812	.56	.56 F	8-12½-300
(Cir. rating is average for 3 mos. to Oct. 30, 1914.)					

†Tribune's circulation largely concentrates on Winnipeg and suburbs, biggest and best buy in evening home delivered circulation. Winnipeg cannot be covered without the Tribune.

Weekly Publications.

Canadian Farmer (Ruthenian)..Lib□..Agrl Fri	©	6,800	.42	.42 F	7-14 -308
Canadian Ruthenian (Ruthenian)□ ..Ind-Cath Sat	©	6,798	1.40	.25 A	7-13 -287
Farmers' Advocate & Home Journal..Agrl..Wed.	—	—	3.50	1.96 D	4-13 -180
Farmers' Telegram□..Agrl..Wed	—	—	.84	.84 F	7-13 -280
Farmers' Tribune & Prairie Home Magazine□ Ind-Agrl..Wed	—	—	.56	.56 F	7-13 -300
Free Press & Prairie Farmer□..Lib..Wed....	©	38,850	.98	.98 F	8-12½-308
Gazeta Katolicka (Polish)□..Ind-Cath..Wed.©		8,942	1.40	.49 A	7-13 -287
Grain Growers' Guide□..Agrl..Wed.....	©	34,546	2.24	2.24 F	4-13 -180
Helmskringla (Icelandic)..Con..Thur	©	4,800	.42	.35 G	6-13 -273
La Liberte (Fr)□..Ind-Cath..Tu.....	©	3,900	1.40	.42 A	7-13 -287
Logberg (Icelandic)..Lib..Thur	—	—	.35	.28 O	7-13 -301
Nordwesten (Ger)..Ind..Wed	—	—	.56	.56 F	7-13 -300
Norrana (Norw)□..Lib..Thur	©	6,800	.42	.42 F	7-13 -308
North Ender..Ind..Thur	*	6,500	.50	.40 E	7-13 -280
Northwest Review□..Cath..Sat	©	9,182	1.40	.42 A	7-13 -287
Saturday Post..Ind..Sat	©	16,537	1.40	.84 G	6-13 -275
Svenska Canada Tidningen (Swed)□..Lib..Wed.©		6,400	.42	.42 F	7-13 -308
Voice..Labor..Fri	*	5,000	.35	.35 F	6-13 -266
West Canada (Ger)□..Ind-Cath..Wed.....	©	9,196	1.40	.49 A	7-13 -287

Monthly Publications.

British American Lumberman..Trade..M.....	©	3,550	1.40		4-13½-171
Min. rate 1 p. mo. 1 yr. \$29.16 insertion.					
Canadian Blacksmith & Woodworker□ Mech..M	*	3,247	2.50		3-14 -140
Min. rate 720 inches in 1 yr. .97 inch.					

§ Government statement—See page 5. *Gross circulation. ©Net circulation. □ Can use matrices.
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MANITOBA—Continued.		1 time	Minimum	Number of
Winnipeg—Continued.		rate	rate	columns,
Monthly Publications.		per	per	width and
		inch	inch	length
Canadian Farm Implements□...Trade..M.....*	3,202	2.00		4-13 -168
Min. rate 1 p. mo. 1 yr. \$40.00 insertion.				
Canadian Finance..Financial..S-M	4,933	1.68	.77 G	2-21 -154
Canadian Thresherman & Farmer..Agri..M.....	—	3.36	2.24 G	4-13 -182
Country Life in Canada□...Agri..M.....*	20,231	2.10	1.40 D	3-13 -140
Dominion..Development..M	—	2.10	2.10 F	3-13½-140
Motor & Sport..Motoring..M.....©	12,260	1.96	1.82 D	3-13 -140
Nor'-West Farmer..Agri..S-M	30,125	2.24	1.96 G	4-13 -180
Western Home Monthly..Agri..M.....	—	2.80	2.45 A	4-13 -182
Western Municipal News..Civic..M.....	—	2.80		2-20 -136
Min. rate 1 p. 1 tl. \$33.00.				
Yearly Publications.				
Der Nordwesten Kalender (Ger)...Yearly.....	—			2-13 - 98
¼ p. \$11.00. Min. rate 1 p. \$35.00.				

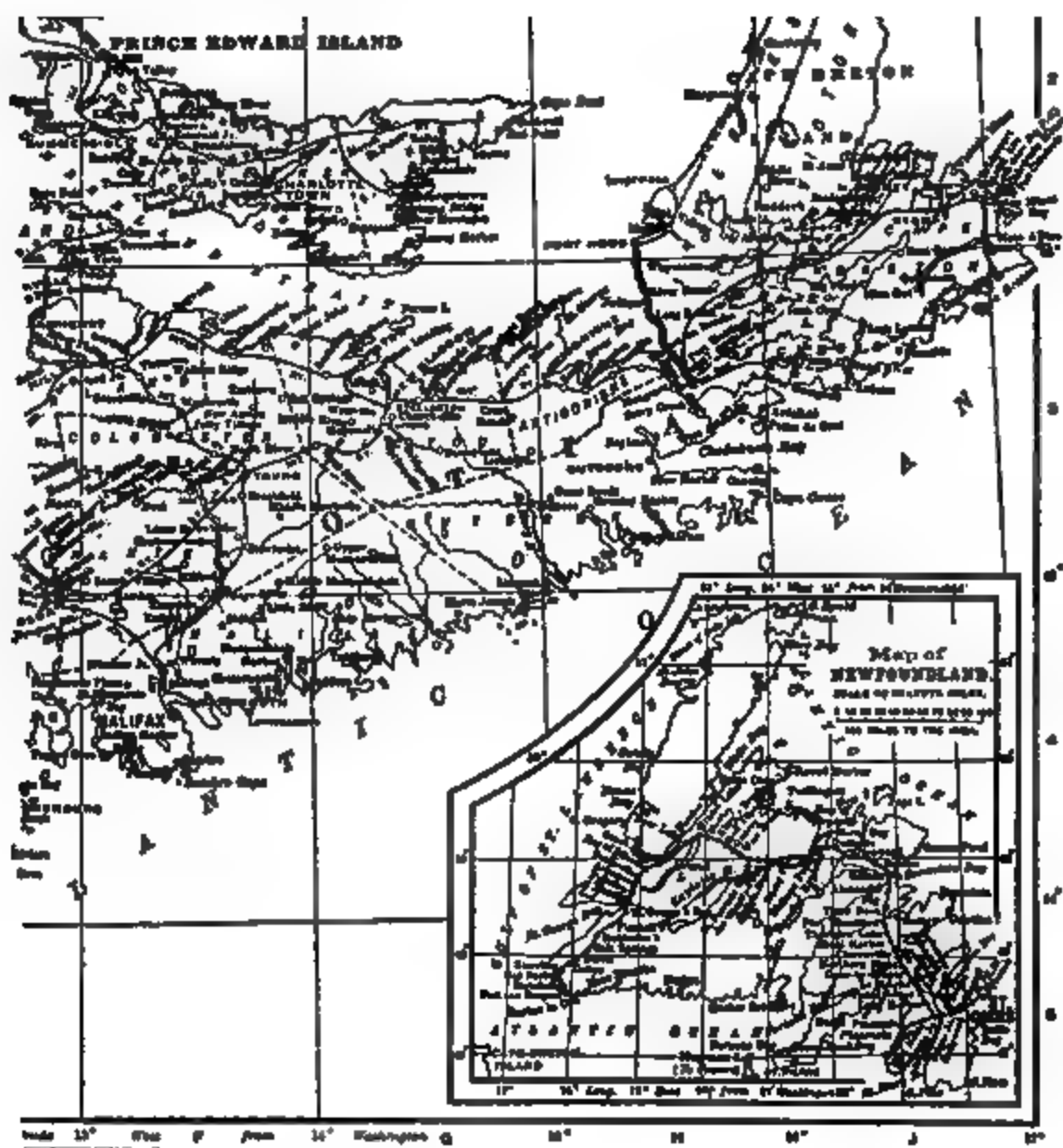
§ Government statement—See page 5. *Gross circulation. © Net circulation. □ Can use matrices.
¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
average circulation for six months ending September 30, 1914, unless otherwise noted.

NEW BRUNSWICK—Pop. 351,889.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Fredericton (C 2½)—Pop. 8,000.				
<i>Daily Newspapers.</i>				
Gleaner☐..Con..Eve ex Su.....	—	.75	.14 N	7-13 -301
Mall..Ind-Lib..Eve ex Su.....	—	.06	.06 F	6-13 -280
<i>Weekly Publications.</i>				
Gleaner☐..Con..Tu & Fri.....	—	1.12½	.21 N	7-13 -301
Moncton (E 2½)—Pop. 14,000.				
<i>Daily Newspapers.</i>				
Times..Lib-Con..Morn ex Su.....	⊙ 4,303	.21	.14 A	7-13 -287
Transcript..Ind-Lib..Eve ex Su.....	⊙ 4,025	.12	.12 F	7-13 -287
<i>Weekly Publications.</i>				
L'Evangeline (Fr)☐..Ind..Wed	* 4,300	.10	.10 F	7-13 -280
Times..Lib-Con..Wed & Sat.....	⊙ 2,364	.21	.14 A	7-13 -287
Transcript..Ind-Lib..Tu & Fri.....	⊙ 2,000	.12	.12 F	7-13 -287
St. John (C 3)—Pop. 50,000.				
<i>Daily Newspapers.</i>				
Globe☐..Lib..Eve ex Su.....	—	1.12	.28 G	7-13 -294
Standard☐..Con..Morn ex Su.....	—	.42	.28 G	7-13 -300
{ Telegraph☐..Ind-Lib..Morn ex Su.....	⊙ 12,144	.56	.42 C	7-13 -300
{ Times-Star☐..Ind-Lib..Eve ex Su.....	⊙ 12,656	.42	.28 C	7-13 -300
‡ Ninety-two per cent of the Times' circulation is in the city. Sixty per cent of the Telegraph's circulation is outside. There is some duplication, of course, but it is less than ten per cent. This field cannot be covered thoroughly without using both papers. Combination rate for both papers four cents per line B. O. P. Five cents for full position.				
<i>Weekly Publications.</i>				
Maritime Baptist..Bap..Wed	—	.28	.28 F	4-13 -189
New Freeman..Cath..Sat	—	.50	.21 L	6-13 -266
Standard & New Brunswick Farmer☐..Con Tu & Fri.....	—	.70	.28 G	7-13 -300
Telegraph☐..Ind-Lib..Wed & Sat.....	—	.28	.28 F	7-13 -300
Sussex (D 3)—Pop. 2,700.				
<i>Weekly Publications.</i>				
Record..Ind..Fri	⊙ 4,374			6-13 -280
<i>Monthly Publications.</i>				
Maritime Farmer..Agri..S-M	⊙ 10,803	.75	.50 C	4-13 -168

§ Government statement—See page 5. * Gross circulation. ⊙ Net circulation. ☐ Can use matrices. ‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

NEW BRUNSWICK.....	Urban population.....	99,547
NEW BRUNSWICK.....	Rural population.....	252,342
NOVA SCOTIA.....	Urban population.....	186,128
NOVA SCOTIA.....	Rural population.....	306,219
PRINCE EDWARD ISLAND.....	Urban population.....	16,200
PRINCE EDWARD ISLAND.....	Rural population.....	82,799

NEW BRUNSWICK.....	Total number of dwellings.....	60,936
NEW BRUNSWICK.....	Total number of families.....	67,093
NOVA SCOTIA.....	Total number of dwellings.....	98,784
NOVA SCOTIA.....	Total number of families.....	98,491
PRINCE EDWARD ISLAND.....	Total number of dwellings.....	18,287
PRINCE EDWARD ISLAND.....	Total number of families.....	18,425



NEWFOUNDLAND—Pop. 226,984.				1 time rate per inch	Minimum rate per inch	Number of columns, width and length
St. John's (J 5)—Pop. 45,000.						
Daily Newspapers.						
Herald..Ind..Eve ex Su.....	_____			.50	.15 I	7-13 -280
News..Con..Morn ex Su.....	_____			.50	.10 I	7-13 -280
Telegram..Ind..Eve ex Su.....	_____			.50	.10 I	7-13 -280
Monthly Publications.						
Diocesan Magazine..Epis..M	* 3,100					2-16 -112
Methodist Greeting..Meth..M	© 3,100					2-21 -126
NOVA SCOTIA—Pop. 492,338.						
Amherst (E 3)—Pop. 10,000.						
Daily Newspapers.						
News..Ind..Eve ex Su.....	_____			.50	.08 N	6-13 -276
Weekly Publications.						
News-Sentinel..Ind..Tu & Fri.....	_____			.75	.10 N	6-13 -276
Digby (D 4)—Pop. 1,400.						
Weekly Publications.						
Courier..Ind..Fri	© 2,400			.12	.12 F	7-13 -280
Glace Bay (K 2)—Pop. 20,000.						
Daily Newspapers.						
Gazette□..Lib..Eve ex Su.....	* 5,632			.10½	.10½ F	7-13 -280
† The Glace Bay Gazette. Daily, afternoon. Population 20,000. Circulation now 5,800, sworn.						
Halifax (F 4)—Pop. 55,000.						
Daily Newspapers.						
Acadian Recorder..Lib..Eve ex Su.....	_____			.40	.40 F	9-13 -371
{ Chronicle□..Lib..Morn ex Su..... }	* 10,034			1.25	.35 G	7-13 -280
{ Echo□..Lib..Eve ex Su..... }	* 8,737			1.25	.28 G	7-13 -280
{ Herald□..Ind-Con..Morn ex Su..... }	© 24,314			.63	.63 F	7-13½-287
{ Mail□..Ind-Con..Eve ex Su..... }						7-13½-287
‡ This circulation rating of The Halifax Herald and Mail is hereby guaranteed by the Charles H. Fuller Co. in the sum of \$100. The advertiser is guaranteed permission to audit the circulation books and records. The Daily Herald and Daily Mail guarantee for the year 1915 a combined average daily circulation of 28,000. Now running 24,000. Separate rate for either daily, 3 cents per line.						
Weekly Publications.						
Mail & Homestead□..Ind-Con..Tu.....	© 14,750			.42	.42 F	7-13½-287
† The Weekly Mail and Homestead guarantees an average weekly circulation during 1915 of 14,500. Now running 15,000.						
Nova Scotian□..Lib..Fri	_____			.56	.56 F	7-13 -280
Presbyterian Witness..Presb..Sat	* 6,774			.56	.42 A	6-13 -275
New Glasgow (G 3)—Pop. 6,383.						
Daily Newspapers.						
News□..Ind..Eve ex Su.....	© 2,198			.50	.08 N	7-13 -294
Weekly Publications.						
Enterprise..Ind-Con..Sat	© 2,325			.20	.15 B	6-13 -280

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
† Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
average circulation for six months ending September 30, 1914, unless otherwise noted.

NOVA SCOTIA—Continued.**North Sydney (J 2)—Pop. 6,000.***Weekly Publications.*

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Herald..Lib..Wed	© 4,700	.16	.12 I	6-13 -280

Sydney (J 2½)—Pop. 25,000.*Daily Newspapers.*

Post□..Lib-Con..Morn & Eve ex Su.....	© 7,539	.60	.12 A	7-13 -294
Record..Lib..Eve ex Su.....	—	.70	.14 A	7-13 -287

Truro (F 3)—Pop. 6,500.*Daily Newspapers.*

News..Ind..Eve ex Su.....	© 1,149	.23	.05 N	6-13 -280
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Weekly Publications.

News..Ind..Thur	© 7,115	.75	.20 I	6-13 -280
Wesleyan..Meth..Wed	© 4,254	.40	.16 I	6-13 -245

Yarmouth (C 5)—Pop. 7,000.*Weekly Publications.*

Herald..Lib..Tu	© 3,240	.25	.18 I	9-13 -350
Light□..Ind..Thur	© 2,500	.25	.25 F	6-13 -280

PRINCE EDWARD ISLAND—Pop. 100,000.**Charlottetown (F 2)—Pop. 13,000.***Daily Newspapers.*

Examiner..Ind-Con..Eve ex Su.....	—	.06	.06 F	8-13 -308
Guardian..Con..Morn & Eve ex Su.....	© 7,800	.42	.10½ C	7-12 -294
Patriot..Lib..Eve ex Su.....	—	.10	.10 F	7-13 -287

ONTARIO.

Cities and Towns of—	No.	Pop.
100,000 or more inhabitants.....	2	500,000
50,000 to 100,000 inhabitants.....	2	122,912
25,000 to 50,000 inhabitants.....	2	55,000
10,000 to 25,000 inhabitants.....	18	249,569
5,000 to 10,000 inhabitants.....	18	120,195
2,500 to 5,000 inhabitants.....	48	164,926

ONTARIO.

	Pop.
Urban territory.....	1,405,215
Rural territory.....	1,194,785
Total number of dwellings in province.....	528,308
Total number of families in province.....	544,361

ONTARIO—Pop. 2,600,000.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Belleville (H 3½)—Pop. 12,000.				
<i>Daily Newspapers.</i>				
Intelligencer..Con..Eve ex Su.....*	2,470	.35	.09 K	7-13 -287
Ontario..Lib..Eve ex Su.....	—	.20	.05 I	7-13 -280
<i>Weekly Publications.</i>				
Intelligencer..Con..Thur	2,088	.35	.07 K	7-13 -287
Berlin (E 4)—Pop. 15,196.				
<i>Daily Newspapers.</i>				
News-Record..Con..Eve ex Su.....©	3,421	.28	.09½N	7-13 -294
Telegraph..Lib..Eve ex Su.....	—	.20	.06 N	7-13 -280
<i>Weekly Publications.</i>				
Journal (Ger)..Ind..Wed	4,100	.30	.25 I	6-13 -276
<i>Yearly Publications.</i>				
Canada Kalender (Ger)..Yearly.....©	5,900			2-16 -112
Min. space ¼ p. \$5.00 flat.				
Bowmanville (G 4)—Pop. 3,300.				
<i>Weekly Publications.</i>				
{ Canadian Statesman..Ind-Lib..Thur	3,160	.25	.15 N	7-13 -276
{ News..Con..Fri				
Brantford (E 4)—Pop. 30,000.				
<i>Daily Newspapers.</i>				
Courier..Con..Eve ex Su.....	—	.36	.08 M	7-13 -287
Expositor□..Lib..Eve ex Su.....©	7,721	.42	.17½I	7-13 -280
‡ The prosperous city of Brantford is essential to your campaign in Canada and by using the Expositor you reach nearly nine out of every ten homes in Brantford.				
Brockville (K 3)—Pop. 9,374.				
<i>Daily Newspapers.</i>				
Recorder..Lib..Eve ex Su	—	.24	.08 N	7-13 -280
Times..Con..Eve ex Su.....©	2,502	.24	.08 N	7-13 -280
Chatham (C 5)—Pop. 10,770.				
<i>Daily Newspapers.</i>				
News..Lib..Eve ex Su.....*	2,160	.24	.07 N	7-13 -287
Planet..Con..Eve ex Su.....	—	.24	.07 N	7-13 -276
<i>Weekly Publications.</i>				
Banner-News..Lib..Wed	2,149	.30	.12 H	7-13 -287
Cobalt (K 6)—Pop. 10,000.				
<i>Daily Newspapers.</i>				
Nugget..Ind..Eve ex Su.....	—	.70	.21 L	7-13 -287
‡ The Nugget, Cobalt, Northern Ontario's only daily paper, covers a wealthy district not reached by metropolitan mediums.				
Cornwall (L 2½)—Pop. 6,598.				
<i>Weekly Publications.</i>				
Freeholder..Lib..Thur	2,741	.25	.12 B	7-13 -308
Standard..Con..Fri	2,975	.25	.25 F	7-13 -301

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

ONTARIO—Continued.**Pt. William (H 5½)—Pop. 25,000.****Daily Newspapers.**

	1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Times-Journal☐...Ind..Eve ex Su.....© 5,386 (Times-Journal absorbed the Morning Herald May 30, 1914.)	.15	.15 F	7-13 -301

Galt (E 4)—Pop. 10,299.**Daily Newspapers.**

Reporter..Ind-Con..Eve ex Su.....© 4,171	.32	.11 N	7-13 -287
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Grimsby (F 4)—Pop. 1,669.**Weekly Publications.**

Canadian Sportsman..Sporting..Thur	1.00		4-13 -182
Min. rate 1 in. wkly. 1 yr. .50 inch.			
Fruit Grower & Farmer..Fri.....	1.40	.42 G	4-13 -182

Monthly Publications.

Canadian Poultry News..Poultry..S-M.....	.50	.50 F	3-13 -140
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Guelph (E 4)—Pop. 15,175.**Daily Newspapers.**

Herald..Con..Eve ex Su.....	.20	.08 L	7-13 -301
Mercury & Advertiser..Lib..Eve ex Su.....© 3,338	.28	.09 N	7-13 -287

Weekly Publications.

Mercury & Advertiser..Lib..Wed© 2,500	.50	.18 B	7-13 -287
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Hamilton (F 4)—Pop. 89,000.**Daily Newspapers.**

Herald☐...Ind..Eve ex Su.....	.70	.42 L	8-13 -305
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¶ The Herald is the most widely read daily newspaper in the city of Hamilton. The one paper in Hamilton that goes home because of its standing as a newspaper of character. A newspaper, not an organ—noted for results. Largest city circulation.

Spectator☐...Con..Eve ex Su.....© 28,912	1.40	.56 G	8-13 -305
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☐ ¶ This circulation rating of The Hamilton Daily Spectator is hereby guaranteed by the Charles H. Fuller Company in the sum of \$100. The plan of this guarantee and permission to audit is fully explained on page 4. The Daily Spectator leads in local, foreign and classified advertising.

Times☐...Lib..Eve ex Su.....	.70	.28 G	7-13 -301
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¶ The Hamilton Times is the only Liberal paper in a city of over 100,000 population and must, therefore, have a large following of its own. A bright, clean and up-to-date Home newspaper. All the news of the day.

Write us for advertising rates.

Weekly Publications.

Labor News☐...Ind-Labor..Fri*	5,000	.42	7-13 -280
Min. rate 1 p. 1 ti. \$35.00.			
Review..Ind..Fri© 12,000	.28	.28 F	7-13 -280
Spectator☐...Con..Wed & Sat.....© 7,465	1.40	.42 A	8-13 -305
Times☐...Lib..Tu & Fri.....	1.40	.28 G	7-13 -301

Monthly Publications.

Canadian Royal Templar☐...Temperance..M..© 9,392	.60		4-15 -252
Min. rate 1 in. mo. 1 yr. .40 inch.			

§ Government statement—See page 5. * Gross circulation. © Net circulation. ☐ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

ONTARIO—Continued.

Kingston (J 3)—Pop. 18,874.

Daily Newspapers.

British Whig..Ind-Lib..Eve ex Su.....© 4,431 .28 .10 M 7-13 -287

‡ Member A. B. O. City, 2,978; suburban, 1,351. Total paid, 4,829. All trading zone. The paper of influence in this field.

Standard..Ind-Con..Eve ex Su..... — .30 .10 M 7-13 -287

Weekly Publications.

British Whig..Ind-Lib..Mon & Thur.....© 5,415 .28 .14 B 7-13 -287

*Monthly Publications.*Canadian (Fr & Eng)..Frat..M..... — 4-13½-168
1 in. mo. 1 yr. \$3.00 in. Min. rate 1 p. mo. 1 yr. \$75.00
insertion.

Lindsay (G 3)—Pop. 6,964.

Daily Newspapers.

Post..Lib..Eve ex Su.....© 1,471 .15 .05 N 7-13 -283

Warder..Lib-Con..Eve ex Su.....© 1,316 .15 .05 N 6-13 -287

Weekly Publications.

Post..Lib..Thur* 2,250 .20 .09 H 7-13 -283

Watchman-Warder..Lib-Con..Thur© 2,535 .20 .09 H 6-13 -287

London (D 4½)—Pop. 50,000.

Daily Newspapers.

Advertiser□..Lib..Eve ex Su..... — 1.40 .42 L 7-13 -280

Free Press□..Ind-Con..Morn & Eve ex Su....© 40,343 1.40 .56 L 8-12½-301

*Weekly Publications.*Catholic Record..Cath..Sat© 28,750 1.40 7-13 -273
Min. rate 1 in. wkly. 1 yr. .84 inch.

Echo..Local..Thur© 9,000 8-12½-300

Farmers' Advocate & Home Magazine□..Agrl
Thur© 31,918 3.50 1.68 H 4-13 -180*Monthly Publications.*Canada Monthly..Lit..M* 26,133 1.89 3-14 -140
Min. rate ½ p. 1 tl. \$27.50.Canadian Woodman..Frat..M© 14,700 1.40 4-15 -203
Min. rate 1 p. mo. 1 yr. \$30.24 insertion.

Wapanee (J 3)—Pop. 2,807.

Weekly Publications.

Beaver..Con..Fri© 3,650 7-13 -294

Express..Lib..Fri© 2,226 .20 .08 L 7-13 -308

Niagara Falls (F 4½)—Pop. 10,000.

Daily Newspapers.

Record..Con..Eve ex Su..... — .25 .07 N 6-13 -294

Orillia (F 3)—Pop. 7,100.

Weekly Publications.

Times..Lib..Thur© 3,280 .32 .13½H 7-13 -308

Monthly Publications.

Canadian Workmen..Frat..M — 1.40 1.40 F 5-13 -255

‡ Government statement—See page 5. *Gross circulation. ©Net circulation. □ Can use matrices.
 ‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
 are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
 average circulation for six months ending September 30, 1914, unless otherwise noted.

ONTARIO—Continued.**Ottawa (K 2)—Pop. 100,000.***Daily Newspapers.*

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Citizen☐...Ind..Morn & Eve ex Su.....	⊙ 21,804	.42	.42 F	8-12½-305
Free Press☐...Lib..Eve ex Su.....	⊙ 13,786	.38½	.38½F	8-12½-300
Journal☐...Con..Eve ex Sat & Su.....	⊙ 15,280	.42	.42 F	8-13 -300
Sat Eve	⊙ 19,187			8-13 -300
Le Droit (Fr)☐...Ind..Eve ex Su.....	⊙ 7,233			7-13 -300
Le Temps (Fr & Eng)☐...Ind..Eve ex Su....	⊙ 9,003	1.40	.28 P	7-13 -300

‡ Sworn daily circulation now exceeds 10,000. French population 60,000, or 50%. You need this French paper.

Weekly Publications.

Canadian-Citizen☐...Ind..Tu & Fri.....	⊙ 15,000	.35	.35 F	8-12½-305
Danebrog (Danish)...Con..Fri	⊙ 2,140			5-13½-238
Journal☐...Agrl..Tu & Fri.....	⊙ 21,011	.63	.63 F	8-13 -300
Le Droit (Fr)☐...Ind..Thur	⊙ 4,320			7-13 -300

Monthly Publications.

Canadian Forestry Journal..Forestry..M.....	⊙ 3,000	1.00		2-14 -105
Min. rate ½ p. mo. 1 yr. \$4.17 insertion.				
Civilian..Civil Service..Fort	⊙ 2,700			2-13½-112
½ p. 1 tl. \$3.00. Min. rate 1 p. fort. 1 yr. \$5.77 insn.				

Owen Sound (E 3)—Pop. 12,750.*Weekly Publications.*

Sun..Lib..Tu & Fri.....	⊙ 5,273	.25	.12 B	7-13 -287
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Peterborough (G 3)—Pop. 18,360.*Daily Newspapers.*

Examiner..Lib..Eve ex Su.....	⊙ 4,675	.28	.10 N	7-13 -287
Review..Con..Eve ex Su.....	⊙ 3,980	.28	.09½N	7-13 -280

‡ The Review (D & W) has grown proportionately with the progressive city of Peterboro and is its oldest newspaper.

Times..Ind..Morn ex Su.....	—	.25	.07 N	7-13 -308
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Weekly Publications.

Examiner..Lib..Thur	⊙ 2,450	.21	.09 N	7-13 -287
Farm & Dairy..Agrl..Thur.....	⊙ 18,301	1.68	1.68 F	4-13 -168
Review..Con..Fri	⊙ 4,130	.32	.11 N	7-13 -280

Monthly Publications.

Canadian Horticulturist..Hort..M	⊙ 12,147	1.40	1.40 F	8-15 -140
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Pictou (H 3½)—Pop. 4,400.*Weekly Publications.*

Times..Lib..Thur	⊙ 3,257	.50	.13 G	7-13 -308
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Port Arthur (H 5½)—Pop. 15,000.*Daily Newspapers.*

Chronicle..Lib..Eve ex Su.....	—	.17½	.17½F	7-13 -294
News..Ind-Con..Eve ex Su.....	—	.19	.19 F	7-13 -301
Tyokansa (Finnish)☐...Socl..Morn ex Su.....	⊙ 4,394	.40	.20 N	6-13 -287

St. Catharines (F 4)—Pop. 14,000.*Daily Newspapers.*

Journal..Lib..Eve ex Su.....	—	.30	.09 N	7-13 -287
Standard☐...Con..Eve ex Su.....	⊙ 6,127	.42	.14 N	7-13 -280

‡ Standard's circulation is increasing daily. Send for verified statement. The Standard dominates City and District.

‡ Government statement—See page 5. *Gross circulation. ⊙Net circulation. ☐ Can use matrices. ‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

ONTARIO—Continued.

St. Thomas (D 5)—Pop. 14,054.

Daily Newspapers.

Journal..Lib..Eve ex Su.....	—	.35	.11 N	7-13 -287
Times..Lib-Con..Eve ex Su.....	© 5,547	.35	.11 N	7-13 -287

‡ The Times is a member of "Gilt Edge Newspapers" and its circulation figures may be verified. Population—St. Thomas, over 18,000; Elgin County and district, over 30,000.

Weekly Publications.

Times..Lib-Con..Thur	© 1,679	.25	.07 L	7-13 -287
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Barnia (C 4½)—Pop. 11,000.

Daily Newspapers.

Observer..Lib..Eve ex Su.....	© 2,085	.20	.05½ N	7-13 -280
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Weekly Publications.

Observer..Lib..Fri	© 1,500	.22	.09 L	7-13 -280
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Stratford (E 4)—Pop. 15,000.

Daily Newspapers.

Beacon..Lib..Eve ex Su.....	—	.25	.08 N	7-13 -287
Herald..Lib..Con..Eve ex Su.....	© 3,630	.25	.08 N	7-13 -287

‡ Member Audit Bureau of Circulation. In railway and industrial centre, in rich Western Ontario Hub district, where rule is to own homes and farms.

Weekly Publications.

Herald..Lib-Con..Thur	© 1,900	.25	.10 K	7-13 -287
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Toronto (F 4)—Pop. 400,000.

Daily Newspapers.

Globe□..Lib..Morn ex Su.....	—	2.10	1.12 L	7-13 -300
Hebrew Journal (Hebrew)..Ind..Morn ex Sat...	—	1.40	.52½ L	7-13 -287
Mall & Empire□..Con..Morn ex Su.....	© 67,793	2.10	1.12 L	7-13 -280
News□..Ind-Con..Eve ex Su.....	© 51,353	1.40	.70 G	8-12½-280
Star□..Ind..Eve ex Su.....	© 100,601	2.10	.84 L	8-12½-280
Sunday Star□..Ind..Su Morn	© 36,341	1.40	.56 L	8-12½-280
Telegram□..Ind..Eve ex Su.....	© 83,565	2.10	.91 L	8-12½-280
World□..Ind..Morn ex Su.....	© 59,937	1.75	.84 L	7-13 -280
Su Morn	© 93,947	2.10	.98 L	7-13 -280
World..Illustrated Section..Su Morn.....	© 93,947	2.24	1.68 G	7-13 -280

‡ The Toronto Morning World is the Toronto morning paper with the big Toronto and suburban circulation. While the bulk of the circulation is Toronto and suburban, almost the entire circulation is concentrated within the sixty mile belt. Concentration in the richest section of the wealthy Province of Ontario means richer and more prolific returns for the advertiser.

The Toronto Sunday World not only has a larger total circulation but a larger purely Toronto circulation than any other Toronto paper—morning, evening or weekly—with possibly one exception. Going into the homes late Saturday night, it is read on Sunday when every member of the household has plenty of time and inclination for reading.

Each paper goes to an almost entirely different lot of subscribers and there is less duplication than there would be with any other Toronto paper. When you use both editions, you get a combined total circulation of more than 162,000, and a combined purely Toronto circulation of more than 123,000.

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. ‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

ONTARIO—Continued.

Toronto—Continued.

Weekly Publications.

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Canadian Baptist☐...Bap...Thur	◎ 6,505	.70	.70 F	4-13 -193
Canadian Churchman...Ch of Eng...Thur.....	—	1.40		4-13 -175
Min. rate 1 in. wkly. 1 yr. \$40.00.				
Canadian Countryman...Agrl...Sat	◎ 31,856	2.52	2.10 A	4-13 -168
Canadian Courier...Lit...Sat	—	1.96		4-13 -182
Min. rate 1 p. 1 tl. \$100.00.				
Canadian Engineer...Eng & Cont'g...Thur.....	—			2-21 -140
1-16 p. 1 tl. \$2.00. Min. rate 1 p. wkly. 1 yr. \$14.43 insn.				
Canadian Farm...Agrl...Fri	◎ 20,961	1.68	1.54 C	5-13 -217
Canadian Grocer...Trade...Fri	—	2.00		3-13½-140
Min. rate 1 p. wkly. 1 yr. \$19.00 insertion.				
Canadian Machinery...Mech...Thur	* 3,400	2.00		3-13½-140
Min. rate 1 p. wkly. 1 yr. \$19.00 insertion.				
Catholic Register...Cath...Thur	—	.56	.28 D	7-13 -297
Christian Guardian☐...Meth...Wed	* 21,767	2.80		3-14 -155
Min. rate 1 in. wkly. 1 yr. \$1.35 inch.				
Church Life...Ch of Eng...Thur.....	◎ 8,300	.70	.70 F	4-13 -165
Cotton's Weekly...Socialist...Thur	—	2.10	2.10 F	6-13 -280
(Moved from Cowansville Jan. 1, 1915.)				
East & West...Presb-Juv...Sat.....	◎ 54,000			4-13½-189
Hardware & Metal...Trade...Sat.....	◎ 3,329	2.00		3-13½-140
Min. rate 1 p. wkly. 1 yr. \$19.00 insertion.				
Industrial Banner☐...Labor...Fri	◎ 28,000			7-13 -308
Jack Canuck...Ind...Sat	—	1.12	1.12 F	4-13 -168
Mall & Empire...Agrl...Tu.....	—	.56	.56 F	7-13 -280
Monetary Times of Canada...Coml & Finan...Sat	—			2-21 -157
1-32 p. 1 tl. \$2.00. Min. rate 1 p. wkly. 1 yr. \$19.23 insn.				
Once a Week☐...Ind...Thur	—	1.40	.24½G	7-13 -280
Pioneer☐...Temp...Fri	◎ 23,100	.84	.84 F	4-13 -280
Presbyterian...Presb...Thur	—	1.68	1.18 C	3-13 -150
¶ The Presbyterian thoroughly covers the Presbyterian Church in Canada. Its constituency; its attractive typographical appearance; the high character of the advertisements in its columns—these are all factors that make The Presbyterian one of the most-sought-after and successful advertising mediums in Canada.				
Saturday Night☐...Ind...Sat	◎ 34,251	2.80	1.68 L	6-13 -275
Sentinel☐...Ind-Prot...Thur	◎ 23,429	2.10	.56 A	7-13 -295
Sun☐...Agrl...Wed	—	1.40	.56 G	7-13 -297

Monthly Publications.

Canadian Automobile...Motoring...M	—			2-21 -140
1-16 p. 1 tl. \$5.00. Min. rate 1 p. mo. 1 yr. \$30.00 insn.				
Canadian Builder & Carpenter...Bldg...M.....	—	2.50		2-21 -140
Min. rate 1 p. mo. 1 yr. \$25.00 insertion.				
Canadian Commercial Traveler & Railway News Commercial Men...M	◎ 3,000			2-21 -140
½ p. 1 tl. \$7.00. Min. rate 1 p. mo. 1 yr. \$25.00 insn.				
Canadian Druggist...Pharm...M	◎ 2,587			2-21 -140
½ p. 1 tl. \$6.00. Min. rate 1 p. mo. 1 yr. \$25.00 insn.				
Canadian Epworth Era☐...Meth...M.....	* 6,625	1.20		3-14 -150
Min. rate .60 inch on 12 tl. orders.				
Canadian Foundryman...Foundry Practice...M...*	1,300			3-13½-140
½ p. 1 tl. \$4.00. Min. rate 1 p. mo. 1 yr. \$12.50 insertion.				
Canadian Hardware Journal...Trade...M.....*	3,300			2-21 -140
1-16 p. 1 tl. \$3.00. Min. rate 1 p. mo. 1 yr. \$25.00 insn.				
Canadian Home Journal...Household...M.....*	23,000	4.20	3.50 G	4-13 -200
(Name changed from Canadian Ladies' Home Journal Jan. 1, 1915.)				

§ Government statement—See page 5. * Gross circulation. ◎ Net circulation. ☐ Can use matrices.
 ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

ONTARIO—Continued.

Toronto—Continued.

Monthly Publications.

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Canadian Implement & Vehicle Trade..Trade..M ———		1.50		4-13 -168
Min. rate 1 p. mo. 1 yr. \$33.34 insertion.				
Canadian Magazine..Lit..M*	25,583	2.80		2-16 -112
Min. rate ½ p. 1 tl. \$15.00.				
† Facts: Only standard magazine published in Canada. Established 1893. 92 per cent home circulation. Copy on request. Reach the Canadian homes by using The Canadian Magazine.				
Canadian Manufacturer..Ind'l.. M.....		2.00		2-21 -140
Min. rate 1 p. mo. 1 yr. \$25.00 insertion.				
Canadian Motor Boat..Motor Boating..M.....		4.00		2-21 -140
Min. rate 1 p. mo. 1 yr. \$30.00 insertion.				
Canadian Motor Cycle..Motor Cycle..M.....				2-19½-140
1-16 p. 1 tl. \$4.00. Min. rate 1 p. mo. 1 yr. \$25.00 insn.				
Canadian Pharmaceutical Journal□..Phar..M.©	1,900			2-19 -119
½ p. 3 mo. \$30.00. Min. rate 1 p. mo. 1 yr. \$20.83 insn.				
Canadian Poultry Review..Poultry..M.....©	15,000	1.40	1.40 F	4-13 -168
Canadian Teacher□..S-M ex July & August...©	6,500	2.75		2-16 -112
Min. rate 1 p. 19 tl. 1 yr. \$14.00 insertion.				
Clothier & Haberdasher..Clothing, etc..M....*	3,200			2-20 -140
½ p. 1 tl. \$12.00. Min. rate 1 p. mo. 1 yr. \$25.00 insn.				
Dry Goods Review..Dry Goods, etc..S-M.....		5.00		2-19½-140
Min. rate 1 p. s.-mo. 1 yr. \$25.00 insertion.				
Economic Advertising..Advertising..M©	1,200			2-12 - 88
½ p. 1 tl. \$7.00. Min. rate 1 p. mo. 1 yr. \$16.66 insn.				
Economist..Finan..M*		2.00		2-20 -138
Min. rate 1-6 p. mo. 1 yr. \$50.00.				
Everywoman's World..Household..M©	68,638	4.20		4-13 -202
Min. rate 9 p. in 1 yr. \$200.00 per page.				
† Circulation for 1915 in excess of 100,000.				
Farmer's Magazine..Agrl..M©	20,563	3.00	1.96 G	3-16 -140
Freemason□..Frat..M*	12,400	1.00	1.00 F	3-13 -133
Industrial Canada□..Ind'l..M©	3,824			2-21 -140
½ p. 1 tl. \$8.50. Min. rate 1 p. mo. 1 yr. \$25.42 insn.				
MacLean's Magazine..Lit.. M.....©	40,833	4.00	2.52 G	3-16 -140
Motoring & Motor Trade of Canada□				
Motoring..M*	6,060			2-21 -140
1-16 p. 1 tl. \$4.00. Min. rate 1 p. mo. 1 yr. \$25.00 insn.				
Motor Magazine..Motoring..M*				2-20 -140
½ p. 1 tl. \$10.00. Min. rate 1 p. mo. 1 yr. \$30.00 insn.				
Poultry Advocate..Poultry..M©	5,000	.56	.56 F	4-13 -168
Power House..Mech.. M.....*	5,200	3.00		3-13½-140
Min. rate 1 p. mo. 1 yr. \$35.00 insertion.				
Public Health Journal..Hygienic..M.....				2-16 -112
1-16 p. 1 tl. \$4.00. Min. rate 1 p. mo. 1 yr. \$20.00 insn.				
Sanitary Engineer..Sanitary & Heating Trade				
S-M©	1,824	1.50		3-13½-140
Min. rate 1 p. s.-mo. 1 yr. \$16.67 insertion.				
Sons of England Record□..Frat..M*	29,500	.42	.42 F	4-14 -205
Sunday School Banner□..Meth S S..M.....*	20,592	2.40		2-14 -104
Min. rate 1 in. mo. 1 yr. \$1.50 inch.				
Threshermen's Review..Agrl..M*		.84	.84 F	4-13½-182
Trader & Canadian Jeweler..Jewelry..M.....*	2,387			2-20 -140
½ p. 1 tl. \$8.00. Min. rate 1 p. mo. 1 yr. \$30.00 insn.				
Westminster..Undenom..M*				2-16 -112
½ p. 1 tl. \$8.00. Min. rate ½ p. mo. 1 yr. \$11.25 insn.				
† The Westminster, Toronto, is an illustrated monthly magazine having a constituency unrivaled in the Dominion of Canada.				
High-class advertising only admitted to its columns.				

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 8. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

ONTARIO—Continued.**Waterloo (E 4)—Pop. 4,359.****Weekly Publications.****Chronicle Telegraph..Lib..Thur⊙ 3,200 .25 .10 H 7-13 -280****Welland (F 4½)—Pop. 5,318.****Weekly Publications.****People's Press..Lib..Tu* 5,331 .60 .12 O 6-13 -283****Telegraph..Con..Tu & Fri.....⊙ 3,465 .25 .12 B 6-13 -273****Tribune..Lib..Thur* 5,390 .60 .15 O 6-13 -283****Windsor (B 5)—Pop. 20,000.****Daily Newspapers.****Record☐..Ind..Eve ex Su.....⊙ 6,285 .50 .15 N 7-13 -294****Weekly Publications.****Record☐..Ind..Tu & Fri.....⊙ 1,800 .50 .15 N 7-13 -294****Woodstock (E 4)—Pop. 9,320.****Daily Newspapers.****Sentinel Review☐..Lib-Ind..Eve ex Su..... — .28 .10 L 7-13 -287****Monthly Publications.****Rod & Gun in Canada☐..Sports..M.....* 18,950 3.50 2-16 -112**
Min. rate 3 p. in 1 yr. \$36.00 page.

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 average circulation for six months ending September 30, 1914, unless otherwise noted.

QUEBEC.

Cities and Towns of—	No.	Pop.
500,000 inhabitants or more.....	1	550,000
50,000 to 100,000 inhabitants.....	1	90,000
10,000 to 25,000 inhabitants.....	7	92,736
5,000 to 10,000 inhabitants.....	12	82,930
2,500 to 5,000 inhabitants.....	13	45,035

QUEBEC.

	Pop.
Urban territory.....	970,084
Rural territory.....	1,082,618
Total number of dwellings in province.....	839,579
Total number of families in province.....	276,938

QUEBEC—Pop. 2,002,712.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Chicoutimi (L 2)—Pop. 7,000.				
<i>Monthly Publications.</i>				
Le Messager De St. Antoine (Fr)...Cath..M....©	11,500	1.00		1-21 - 84
Min. rate 1 p. mo. 1 yr. \$2.75 insertion.				
Cowansville (H 8)—Pop. 1,200.				
<i>Weekly Publications.</i>				
Cotton's Weekly..Socialist..Thur				
(Moved to Toronto Jan. 1, 1915.)				
Hull (B 7½)—Pop. 18,222.				
<i>Weekly Publications.</i>				
Le Spectateur (Fr)□...Lib..Thur	* 4,000	.10	.10 P	5-13 -231
Montmagny (M 4½)—Pop. 7,000.				
<i>Weekly Publications.</i>				
Le Peuple (Fr)□...Con..Fri.....	© 4,751	1.40	.14 A	7-13 -273
Montreal (F 7½)—Pop. 550,000.				
<i>Daily Newspapers.</i>				
Eagle (Yiddish)□...Ind..Morn ex Sat.....	© 14,225	.70	.35 P	6-13 -280
Gazette□...Con..Morn ex Su.....	© 28,890	2.10	.63 L	7-13 -294
¶ Established for many years as the high-class morning newspaper of Canada's metropolis. The Gazette's circulation is unique in quality. That it obtains the highest subscription rate of any Montreal newspaper is an important fact regarding The Gazette's value to advertisers.				
Chicago Representative, H. DeClerque, 800 Mallers Bldg.				
Herald Telegraph□...Lib..Eve ex Su.....	© 51,186	2.10	.70 L	7-13 -300
¶ The Montreal Herald has over 50,000 daily circulation. City circulation exceeds 30,000. It is liberal in politics and reaches the class that has no prejudice against American made products. Its circulation is not duplicated by a morning edition. You cannot cover Montreal without the Herald. Represented by the Sheffield Special Agency—New York and Chicago.				
La Patrie (Fr)□...Ind..Eve ex Su.....	© 47,421	1.68	.56 P	8-12½-300
La Presse (Fr)□...Ind..Eve ex Su.....	© 139,876	2.10	1.05 O	8-12½-300
Le Canada (Fr)□...Lib..Morn ex Su.....	* 13,984	1.40	.35 I	7-13 -300
Le Devoir (Fr)..Ind..Eve ex Su.....	—	.91	.56 G	7-13 -327
{ Mail□...Ind..Morn ex Su..... }	© 51,226	.84	.84 F	7-13 -308
{ News□...Ind..Eve ex Su..... }				
(First issue of News May 27, 1914.)				
¶ The circulation figures quoted above are for the months of October, November and December, 1914. The Mail and News guarantee the second largest net paid English circulation in the city of Montreal. Independent of politicians and independent of interests. From commencement of publication papers have been sold on their merits; no premiums, no contests, or other artificial stimulus. I. S. Wallis & Son, Western Representatives, Chicago.				
Star□...Ind..Eve ex Su.....	© 109,429	2.10	1.05 P	8-12½-305
<i>Weekly Publications.</i>				
Family Herald & Weekly Star□...Agrl..Wed...	© 160,767	3.50	3.50 F	8-12½-305
Farmers' Weekly La Presse (Fr)□...Agrl..Thur	© 44,654	.98	.84 D	8-12½-300
La Patrie (Fr)□...Ind..Thur	© 21,573	.70	.70 F	8-12½-300
La Semaine Religieuse (Fr)□...Cath..Mon....	© 3,000			2-12 - 98
¼ p. 1 ti. \$25.00. Min. rate 1 p. mo. 6 mos. \$80.00 insn.				
L'Independent Corriere del Canada (Ital)□...Lib				
Sat	© 9,000	.56	.35 P	7-13 -294

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QUEBEC—Continued.

Montreal—Continued.

Weekly Publications.

		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Le Bulletin (Fr) .. Lib. .. Su	⊙ 8,500	.56	.28 L	8-13 -320
Le Canard (Fr) .. Ind. .. Su	⊙ 6,500	1.40	.28 H	4-13 -165
Le Nationaliste (Fr) .. Ind. .. Su Morn	—	.42	.28 G	7-13 -327
Le Pays (Fr) □ .. Ind-Lib. .. Sat	⊙ 13,150	.42	.42 F	7-13 -300
Le Samedi (Fr) .. Lit & Humor .. Sat	⊙ 19,644	1.40		4-13 -170
Min. rate 1 in. wkly. 13 weeks .56 inch.				
Northern Messenger □ .. Undenom. .. Fri	—	3.50	2.52 A	3-13 -140
Standard □ .. Ind. .. Sat	⊙ 45,026	.84	.84 F	8-12½-305
Witness and Canadian Homestead □ .. Ind. .. Tu ...	—	.84	.84 F	7-13 -301
World Wide .. Lit. .. Sat	—	1.40	.56 G	4-13 -161

Monthly Publications.

Canadian Messenger of the Sacred Heart .. Cath M	⊙ 62,723	3.64	3.64 F	2-13½-100
Canadian Municipal Journal .. Civic .. M	⊙ 3,400			2-19½-136
¼ p. 1 tl. \$3.00. Min. rate 1 p. mo. 1 yr. \$25.00 insn.				
Canadian Pictorial .. Lit. .. M	—	1.40	.84 E	4-13 -168
{ Journal D'Agriculture & D'Horticulture (Fr) □ .. Agri. .. M	⊙ 100,006	3.50	3.50 F	4-13 -168
{ Journal of Agriculture & Horticulture □ Agri. .. M				
La Clinique (Fr) □ .. Med & Sci. .. M	⊙ 3,942			1-27 -105
¼ p. 3 mos. \$5.00 insn. Min. rate 1 p. mo. 1 yr. \$10.42 insn.				
La Revue Populaire (Fr) .. Lit. .. M	⊙ 4,416	.66½		2-16 - 97
1 p. 1 tl. \$10.00 flat.				
Pharmaceutical Journal □ .. Phar. .. M	⊙ 2,000			2-13 -115
¼ p. 1 tl. \$5.00. Min. rate 1 p. mo. 1 yr. \$10.42 insn.				
Presbyterian Record .. Presb. .. M	—	5.00		2-15 -112
Min. rate 2 inches mo. 1 yr. \$2.50 inch.				

Quebec (L 5)—Pop. 90,000.

Daily Newspapers.

Chronicle □ .. Ind-Con. .. Morn ex Su	—	.70	.21 M	7-13 -303
L'Action Sociale (Fr) □ .. Ind. .. Eve ex Su	* 14,466	.84	.42 P	7-13 -294
L'Evenement (Fr) □ .. Con. .. Eve ex Su	⊙ 14,005	.84	.56 P	7-13 -273
Le Soleil (Fr) □ .. Lib. .. Eve ex Su	—	.56	.56 F	8-13 -300
Telegraph □ .. Ind. .. Eve ex Su	⊙ 11,067	2.10	.17½ L	7-12½-294

Weekly Publications.

Gazette □ .. Ind-Con. .. Thur	—	.70	.56 A	7-13 -301
L'Action Sociale (Fr) □ .. Ind. .. Sat	* 9,850	.84	.42 P	7-13 -294
L'Evenement (Fr) □ .. Con. .. Sat	⊙ 4,074	.42		7-13 -273
Min. rate 1.785 inches in 1 yr. .21 inch.				
Le Soleil (Fr) □ .. Lib. .. Thur	—	.28	.28 F	8-13 -300

St. Jerome (E 7)—Pop. 5,700.

Weekly Publications.

L'Avenir du Nord (Fr) .. Lib. .. Thur	⊙ 2,000	.25	.10 N	6-16 -308
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Sherbrooke (K 8)—Pop. 17,000.

Daily Newspapers.

La Tribune (Fr) □ .. Lib. .. Eve ex Su	⊙ 7,515	.56	.14 P	7-13 -287
Record □ .. Ind. .. Eve ex Su	⊙ 11,045	.70	.31½ L	7-13 -295

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SASKATCHEWAN—Pop. 527,000.		1 time rate per inch	Minimum rate per inch	Number of columns, width and length
Moose Jaw (G 8)—Pop. 20,000.				
<i>Daily Newspapers.</i>				
News□..Ind-Con..Morn ex Mon.....©	6,732	.28	.28 F	7-13 -308
Times□..Lib..Eve ex Su.....©	5,618	.28	.28 F	7-13 -304
(Cir. rating is average for 6 mos. ending Dec. 31, 1914.)				
¶ Moose Jaw, the thriving industrial and railway centre of Saskatchewan, and Soo Line terminal, assures a growing market. Tell your story in "The Evening Times," a clean "home" paper of influence with 90% circulation in the city and immediate rural districts. It covers the field.				
Prince Albert (G 5)—Pop. 12,000.				
<i>Daily Newspapers.</i>				
Herald..Con..Eve ex Su.....©	3,145	.24½	.21 A	7-13 -304
Regina (P 5)—Pop. 40,000.				
<i>Daily Newspapers.</i>				
Leader□..Lib..Morn ex Su.....©	16,274	.70	.70 F	7-13 -298
¶ About 5,900 homes in Regina, into 5,125 of which the Leader goes daily. Also has large outside circulation. Average paid circulation for 1914—16,619.				
Province & Standard□..Con..Eve ex Su.....©	13,084	.45½	.45½ F	7-13 -280
¶ The paper in Regina having the largest city circulation—the favorite home paper. An advertising medium of proven value carrying all the local and national accounts. Indispensable to any campaign covering Western Canada.				
<i>Weekly Publications.</i>				
Courier (Ger)..Ind-Lib..Wed	1,225	.42	.35 A	7-13 -294
Prairie Farm & Home□..Agrl..Wed.....©	15,932	.98	.98 F	4-13 -210
Province & Standard□..Con..Wed.....*	9,500	.45½	.45½ F	7-13 -280
Saskatoon (F 6½)—Pop. 30,000.				
<i>Daily Newspapers.</i>				
Phoenix□..Lib..Morn ex Su.....©	10,252	.70	.56 A	7-13 -294
(Cir. rating is average for 6 mos. ending Aug. 31, 1914.)				
¶ The Saskatoon Phoenix, the journal of central and northern Saskatchewan. Has a distributing territory of 48,000 square miles. Present daily circulation exceeding 11,000; Saturday, 14,500.				
Star□..Ind..Eve ex Su.....©	12,879	.49	.49 F	7-13 -280
¶ The Saskatoon Daily Star, with 14,000 circulation paid in advance, provides a paper for nearly every home in Saskatoon and is a dominant factor in Northern Saskatchewan. A live paper serving a progressive community. Member of the A. B. C.				

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CLASSIFIED RATES FOR DAILY PAPERS

With rates for classified (Agents Wanted) advertising.

Rates quoted are for cash with order.

"F" affixed to any rate means a flat rate; no discount being allowed for time or space.

The following rates are subject to change without notice on our part.

ALABAMA.

Age-Herald (Morn & Su).....	Birmingham	1c wd F
Ledger (Eve ex Su).....	"	1c wd F
News (Eve ex Su, also Su Morn).....	"	1c wd F
Item (Eve ex Su, also Su Morn).....	Mobile	1c wd F
Register (Morn & Su).....	"	1c wd F
Advertiser (Morn & Su).....	Montgomery	1c wd F
Journal (Eve ex Su).....	"	1c wd
6 consec. insertions 1/2c word.		
Times (Eve ex Su).....	"	1c wd F

ARKANSAS.

Southwest American (Morn ex Mon).....	Fort Smith	1c wd F
Times-Record (Eve ex Sat & Su, also Su Morn).....	"	1c wd F
Second and consec. insertions 1/2c word.		
Democrat (Eve ex Su).....	Little Rock	1c wd F
Gazette (Morn & Su).....	"	1c wd
3 lines daily & Su. 1 mo. \$3.00.		

CALIFORNIA.

Republican (Morn & Su).....	Fresno	1c wd
Daily & Su. 1 wk. 5c word, 1 mo. 15c word.		
Examiner (Morn ex Su).....	Los Angeles	1c wd
(Su Morn)	"	1 1/2c wd
Daily & Su. 1 mo. 30c word.		
Express (Eve ex Su).....	"	1 1/2c wd F
Herald (Eve ex Su).....	"	10c li
Record (Eve ex Su).....	"	1c wd F
Times (Morn ex Su).....	"	1c wd
(Su Morn)	"	1 1/2c wd
Daily & Su. 1 mo. 30c word.		
Tribune (Morn & Su).....	"	1 1/2c wd F
Enquirer (Eve ex Su).....	Oakland	1c wd F
Tribune (Eve ex Su, also Su Morn).....	"	7c li F
Bee (Eve ex Su).....	Sacramento	1c wd F
Star (Eve ex Su).....	"	1c wd F
Union (Morn & Su).....	"	1c wd F
Sun (Eve ex Su).....	San Diego	1c wd F
{ Tribune (Eve ex Su).....	"	9c li F
{ Union (Morn ex Su).....	"	5c li F
{ (Su Morn)	"	

LEADING DAILY NEWSPAPERS—Continued.

California—Continued.

Bulletin (Eve ex Su).....	San Francisco	15c li
Call (Eve)	"	15c li F
3 li. or more daily 1 yr. 11c li.		
Chronicle (Morn & Su).....	"	15c li
Second and subsequent insertions 10c line.		
Examiner (Morn ex Su).....	"	20c li
(Su Morn)	"	30c li F
Consec. insertions in daily 15c line.		
News (Eve ex Su).....	"	1c wd F
Mercury-Herald (Morn & Su).....	San Jose	1c wd F
Independent (Morn & Su).....	Stockton	
3 lines 25c insertion. Daily 1 mo. 50c line.		
Mail (Eve ex Su).....	"	1c wd F
Record (Eve ex Su).....	"	1c wd
3c per word per week.		

COLORADO.

Gazette (Morn & Su).....	Colorado Springs	1c wd F
Telegraph (Eve ex Su).....	"	1c wd F
Express (Eve ex Su).....	Denver	1c wd F
News (Morn & Su).....	"	5c li F
Post (Eve ex Su, also Su Morn).....	"	7½c li F
Times (Eve ex Su).....	"	5c li F
Chieftain (Morn & Su).....	Pueblo	1c wd F
Star-Journal (Eve ex Su, also Su Morn).....	"	1c wd
7 consec. insertions 5c word.		

CONNECTICUT.

Farmer (Eve ex Su).....	Bridgeport	1c wd F
Post (Eve & Su).....	"	1c wd F
Standard (Eve ex Su).....	"	1c wd
6 consec. insertions 5c word.		
Telegram (Morn ex Su).....	"	1c wd F
Courant (Morn & Su).....	Hartford	
2 consec. insertions 1c word.		
Post (Eve ex Su, also Su Morn).....	"	½c wd F
Times (Eve ex Su).....	"	
2 consec. insertions 1c word.		
Journal (Eve ex Su).....	Meriden	1c wd
6 consec. insertions 5c word.		
Record (Morn ex Su).....	"	1c wd
6 consec. insertions 5c word.		
Journal-Courier (Morn ex Su).....	New Haven	1c wd
6 consec. insertions 4c word.		
Register (Eve ex Su, also Su Morn).....	"	1c wd
7 consec. insertions 5c word.		
Times-Leader (Eve ex Su).....	"	1c wd F
Union (Eve ex Su, also Su Morn).....	"	1c wd F

LEADING DAILY NEWSPAPERS—Continued.**Connecticut—Continued.**

Bulletin (Morn ex Su)	Norwich	5c li
7 and subsequent consec. insertions 2½c line.		
American (Eve ex Su)	Waterbury	
25 words or less 25c insertion, 25 words or more 1c word insertion.		
Democrat (Eve ex Su)	"	
25 words or less 3 consec. insertions 25c, 6 insertions 50c.		
Republican (Morn & Su)	"	
25 words or less 3 consec. insertions 25c, 6 insertions 50c.		

DELAWARE.

Every Evening (Eve ex Su)	Wilmington	1c wd
Daily 1 mo. 60c line.		
Journal (Eve ex Su)	"	7c li
Second and subsequent consec. insertions 5c line.		
News (Morn ex Su)	"	1c wd F

DISTRICT OF COLUMBIA.

Herald (Morn & Su)	Washington	1c wd F
Post (Morn & Su)	"	2c wd F.
Star (Eve ex Su, also Su Morn)	"	1c wd F
Times (Eve & Su Eve)	"	10c li F

FLORIDA.

Metropolis (Eve ex Su, also Su Morn)	Jacksonville	1c wd F
Times-Union (Morn & Su)	"	1c wd F
Journal (Morn & Su)	Pensacola	1c wd F
News (Eve ex Su)	"	1c wd
6 consec. insertions 2c word daily & Su. 1 mo. 6c word.		
Times (Eve ex Su, also Su Morn)	Tampa	1c wd F
Tribune (Morn & Su)	"	1c wd F

GEORGIA.

American (Su Morn)	Atlanta	1c wd F
Constitution (Morn & Su)	"	1c wd F
Georgian (Eve ex Su)	"	1c wd F
Journal (Eve ex Su, also Su Morn)	"	10c li
7 consec. insertions 7½c line each insertion.		
Chronicle (Morn & Su)	Augusta	1c wd
7 consec. insertions 4 2-3c word.		
Herald (Eve ex Su, also Su Morn)	"	1c wd F
Enquirer-Sun (Morn ex Mon)	Columbus	1c wd F
Ledger (Eve ex Sat, also Su Morn)	"	1c wd F
News (Eve ex Su)	Macon	1c wd F
Telegraph (Morn & Su)	"	1c wd
3 consec. insertions 2c word.		
News (Morn & Su)	Savannah	1c wd F
Press (Eve ex Su)	"	1c wd F

LEADING DAILY NEWSPAPERS—Continued.

IDAHO.

Capital-News (Eve ex Su, also Su Morn).....	Boise	1c wd F
Statesman (Morn & Su).....	"	1c wd
7 consec. insertions 5c word, 1 mo. (30 consec. insertions) 17c word.		

ILLINOIS.

Beacon-News (Eve ex Su).....	Aurora	1c wd F
Bulletin (Eve ex Sat & Su, also Su Morn).....	Bloomington	1c wd
Second and subsequent consec. insertions 1/2c word.		
Pantagraph (Morn ex Su).....	"	1c wd
Second and subsequent consec. insertions 1/2c word.		
{ Abendpost (Ger) (Eve ex Su).....	Chicago	15c li
{ Sonntagspost (Ger) (Su Morn).....	"	15c li
5,000 lines in 1 yr. daily & Su. 8c line.		
American (Eve ex Su).....	"	40c li
Denni Hlasatel (Boh) (Morn ex Su).....	"	5c li F
Dziennik Narodowy (Polish) (Eve ex Su).....	"	2c wd F
{ Dziennik Ludowy (Polish) (Morn ex Su).....	"	1c wd F
{ Bicz Bozy (Polish) (Su Morn).....	"	1c wd F
Dziennik Zwiazkowy Zgoda (Polish) (Morn ex Su).....	"	1c wd F
Examiner (Morn ex Su).....	"	20c li
(Su Morn)	"	35c li
7 consec. insertions \$1.20 line.		
Farmers' & Drovers' Journal (Eve ex Su).....	"	8c li
Daily 1 mo. 10% discount.		
Herald (Morn & Su).....	"	20c li
7 or more consec. insertions \$1.00 line.		
Journal (Eve ex Su).....	"	1c wd F
News (Eve ex Su).....	"	
12 words 1 tl. 50c, 6 tl. \$2.40.		
Post (Eve ex Su).....	"	10c li F
Skandinaven (Norw-Dan) (Eve ex Su, also Su Morn).....	"	1c wd
Second and subsequent consec. insertions 1/2c word.		
{ Staats Zeitung (Morn ex Su).....	"	10c li
{ Staats Zeitung (Chicagoer Presse) (Eve ex Su).....	"	
{ Westen (Su Morn)	"	10c li
{ Svornost (Boh) (Eve ex Su).....	"	2c wd F
{ Nedelni Svornost (Boh) (Su Morn).....	"	2c wd F
Tribune (Morn ex Su).....	"	22c li
(Su Morn)	"	36c li
Commercial-News (Eve ex Su).....	Danville	
3 consec. insertions 1c word, daily 1 mo. 8c word.		
Press (Morn ex Mon).....	"	1c wd
Second and subsequent consec. insertions 1/2c word.		
Herald (Morn & Su).....	Decatur	5c li
Second and subsequent consec. insertions 2 1/2c line.		
Review (Eve ex Su, also Su Morn).....	"	5c li
Second and subsequent consec. insertions 2 1/2c line.		
Journal (Eve ex Sat, also Su Morn).....	East St. Louis	5c li F
Courier (Eve ex Su).....	Elgin	1c wd F
News (Eve ex Su).....	"	1c wd
Daily 1 mo. 10c word.		

LEADING DAILY NEWSPAPERS—Continued.

Illinois—Continued.

Mail (Eve ex Su).....	Galesburg	1c wd F
Republican-Register (Eve ex Su)..... 6 consec. insertions 2c word.	"	1c wd
Herald (Eve ex Sat & Su, also Su Morn)..... 3 lines 1 insertion 20c, 3 insertions 40c.	Joliet	
News (Eve ex Su)..... Consec. insertions 1/2c word.	"	1c wd
Dispatch (Eve ex Su).....	Moline	1c wd F
National Live Stock Reporter (Eve ex Su)..... 5,000 lines in 1 yr. 3 1/2c line.	National Stock Yards	5c li
Journal (Eve ex Su, also Su Morn)..... 7 consec. insertions 5c word.	Peoria	1c wd
Star (Eve ex Su, also Su Morn).....	"	1c wd F
Transcript (Morn & Su).....	"	1c wd F
Herald (Eve ex Su).....	Quincy	1c wd F
Journal (Eve ex Su).....	"	1c wd F
Whig (Morn ex Mon).....	"	1c wd F
Register-Gazette (Eve ex Su).....	Rockford	1c wd F
Republic (Eve ex Su).....	"	1c wd F
Star (Morn ex Mon)..... 35 words or less 1 li. 25c, 6 consec. insertions \$1.00.	"	
Argus (Eve ex Su)..... 1c word first 2 insns., 1/2c word additional to cover 2 additional insns.	Rock Island	1c wd
Union (Eve ex Sat & Su, also Su Morn).....	"	1c wd F
News & Record (Eve ex Su).....	Springfield	1c wd F
State Journal (Morn & Su)..... Second and subsequent insertions 1/2c word.	"	1c wd
State Register (Morn & Su)..... Daily & Su. 1 wk. 20c li., 1 mo. 75c line.	"	1c wd

INDIANA.

Bulletin (Eve ex Su).....	Anderson	1c wd F
Herald (Morn & Su ex Mon)..... 20 words daily & Su. 1 mo. \$2.00.	"	1c wd
Courier (Morn & Su)..... 7 consec. insertions 4c line each insertion.	Evansville	5c li
Journal-News (Eve ex Su, also Su Morn).....	"	1c wd F
Press (Eve ex Su).....	"	1c wd F
Journal-Gazette (Morn & Su).....	Fort Wayne	1c wd F
News (Eve ex Su).....	"	1c wd F
Sentinel (Eve ex Su).....	"	1c wd F
News (Eve ex Su).....	Indianapolis	9c li F
Star (Morn & Su).....	"	6c li F
Times (Eve ex Su).....	"	1c wd F
Courier (Eve ex Su).....	Lafayette	1c wd F
Journal (Morn ex Su)..... Second and subsequent consec. insertions 1/2c word.	"	1c wd
Journal-Tribune (Morn ex Mon).....	Logansport	1c wd F

LEADING DAILY NEWSPAPERS—Continued.

Indiana—Continued.

Chronicle (Eve ex Su).....	Marion	1c wd F
Leader-Tribune (Morn & Su).....	"	1c wd
3 consec. insertions 15% disc.		
Press (Eve ex Su).....	Muncie	1c wd F
Star (Morn & Su).....	"	6c li F
Item (Eve ex Su).....	Richmond	1c wd
Additional consec. insertions 1/4c word.		
Palladium (Eve ex Su).....	"	1c wd
Second and subsequent consec. insertions 1/4c word.		
{ News (Morn ex Su).....	South Bend	
{ Times (Eve ex Su).....	"	5c li F
{ News (Su Morn)	"	5c li F
Tribune (Eve ex Su).....	"	1c wd
Post (Eve ex Su).....	Terre Haute	1c wd
Star (Morn & Su).....	"	6c li F
Tribune (Eve ex Su, also Su Morn).....	"	1c wd
8 insertions 6c word.		

IOWA.

Gazette (Eve ex Su).....	Burlington	1c wd
Second and subsequent consec. insertions 1/4c word.		
Hawkeye (Morn ex Mon).....	"	1c wd
Second and subsequent consec. insertions 1/4c word.		
Gazette (Eve ex Su).....	Cedar Rapids	5c li F
{ Republican (Morn ex Su & Mon).....	"	
{ Times (Eve ex Sat & Su).....	"	1c wd
{ Republican (Su Morn).....	"	1c wd
Daily & Su. 1 week 5c word.		
Nonpareil (Morn & Eve ex Su).....	Council Bluffs	1c wd F
(Su Morn)	"	1c wd F
Democrat & Leader (Eve ex Sat & Su, also Su Morn.....	Davenport	1c wd F
Times (Eve ex Su).....	"	1c wd F
Capital (Eve ex Su).....	Des Moines	1c wd
6 consec. insertions 5c word.		
News (Eve ex Su, also Su Morn).....	"	1c wd F
{ Register & Leader (Morn ex Su).....	"	
{ Tribune (Eve ex Su).....	"	1c wd
{ Register & Leader (Su Morn).....	"	1c wd
Morn., Eve. & Su. 1 mo. \$1.50 line.		
Telegraph-Herald (Morn ex Su & Mon).....	Dubuque	
(Eve ex Sat & Su).....	"	1c wd
(Su Morn)	"	1c wd
Daily & Su. 1 mo. 50c line.		
Times-Journal (Morn ex Su & Mon).....	"	
(Eve ex Su).....	"	1c wd
(Su Morn)	"	1c wd
Daily & Su. 1 mo. 50c line.		
Constitution-Democrat (Eve ex Su).....	Keokuk	1c wd F
Gate City (Eve ex Sat & Su, also Su Morn).....	"	1c wd F
Times-Republican (Eve ex Su).....	Marshalltown	1c wd F
Courier (Eve ex Su).....	Ottumwa	1c wd F

LEADING DAILY NEWSPAPERS—Continued.**Iowa—Continued.**

Journal (Morn & Eve ex Su).....	Sioux City	1c wd
(Su Morn)	"	1c wd
Daily & Su, 1 mo. \$1.25 line.		
News (Eve ex Su).....	"	1c wd
Daily 1 mo. \$1.00 line.		
Tribune (Eve ex Su).....	"	1c wd
Daily 1 mo. 5c line each insertion.		
Courier & Reporter (Eve ex Su).....	Waterloo	1c wd F
Times-Tribune (Morn ex Mon).....	"	3c li F

KANSAS.

Gazette (Morn & Su ex Mon).....	Hutchinson	5c li F
News (Eve ex Su).....	"	1c wd F
Post (Eve ex Su).....	Leavenworth	1c wd F
Times (Morn ex Mon).....	"	5c li F
Capital (Morn & Su).....	Topeka	1c wd
30 consec. insertions 20c word.		
State Journal (Eve ex Su).....	"	1c wd F
Beacon (Eve ex Su).....	Wichita	1c wd F
Eagle (Morn ex Mon).....	"	1c wd F

KENTUCKY.

Post (Eve ex Su).....	Covington	1c wd F
Herald (Morn & Su).....	Lexington	1c wd F
Leader (Eve ex Su, also Su Morn).....	"	1c wd F
Anzeiger (Ger) (Morn & Su).....	Louisville	10c li F
Courier-Journal (Morn ex Su).....	"	10c li F
(Su Morn)	"	12c li F
Daily insertions repeated in the same day in Evening Times free.		
Herald (Morn ex Su).....	"	1c wd F
Post (Eve ex Su).....	"	1c wd F
Times (Eve ex Su).....	"	1c wd F
News-Democrat (Morn ex Mon).....	Paducah	1c wd
Second and subsequent consec. insertions 1/2c word.		
Sun (Eve ex Su).....	"	1c wd
Second and subsequent consec. insertions 1/2c word.		

LOUISIANA.

Item (Eve ex Su, also Su Morn).....	New Orleans	15c li F
States (Eve ex Su, also Su Morn).....	"	1 1/2c wd F
Times-Picayune (Morn & Su).....	"	2c wd F
Journal (Eve ex Su).....	Shreveport	1c wd F
Times (Morn & Su).....	"	1c wd F

LEADING DAILY NEWSPAPERS—Continued.

MAINE.

Journal (Morn ex Su).....	Augusta	
4 lines or less 1 insertion 15c, 6 consec. insertions 50c.		
Commercial (Eve ex Su).....	Bangor	5c li
30 words or less 6 consec. insertions 50c.		
News (Morn ex Sat).....	"	
30 words or less 2 insertions 20c, 6 consec. insertions 30 words 50c.		
Journal (Eve ex Sat & Su)	Lewiston	1c wd F
(Sat Eve)	"	1c wd F
Sun (Morn ex Su).....	"	
30 words or less 3 tl. 25c, 6 insertions 50c.		
Eastern Argus (Morn ex Su).....	Portland	
40 words or less 6 consec. insertions 25c.		
{ Express & Advertiser (Eve ex Su).....	"	1c wd
{ Telegram (Su Morn).....	"	1c wd
Daily & Su. 1 wk. 4c word.		
Press (Morn & Su).....	"	1c wd F

MARYLAND.

{ American (Morn ex Su).....	Baltimore }	15c li F
{ Star (Eve ex Su).....	" }	
{ American (Su Morn)	" }	15c li F
News (Eve & Su Eve).....	"	10c li F
Sun (Morn & Eve ex Su).....	"	20c li
(Su Morn)	"	20c li
Daily and Su. 1 week 15c line.		

MASSACHUSETTS.

American (Eve ex Su).....	Boston	20c li
(Su Morn)	"	20c li
7 consec. insertions \$1.00 line.		
Globe (Morn & Eve ex Su).....	"	15c li F
(Su Morn)	"	15c li F
{ Herald (Morn ex Su).....	"	15c li F
{ Herald-Traveler (Eve ex Su).....	"	15c li F
{ Herald (Su Morn).....	"	15c li F
Journal (Morn ex Su).....	"	10c li F
Post (Morn & Su).....	"	15c li F
Record (Eve ex Su).....	"	10c li
Transcript (Eve ex Su).....	"	12½c li
3 or more consec. insertions 10c line each insertion.		
Enterprise (Eve ex Su).....	Brockton	
30 words or less 2 insertions 25c.		
Times (Eve ex Su).....	"	
30 words or less 3 consec. insertions 25c.		
Globe (Eve ex Su).....	Fall River	1c wd F
Herald (Eve ex Su).....	"	
3 lines 3 consec. insertions 25c.		
News (Eve ex Su).....	"	1c wd F
Gazette (Eve ex Su).....	Haverhill	
5 lines or less 1 insertion 30c, 6 consec. insertions 75c.		
Telegram (Eve ex Su).....	Holyoke	1c wd F
Transcript (Eve ex Su).....	"	1½c wd

LEADING DAILY NEWSPAPERS—Continued.

Massachusetts—Continued.

Sun-American (Morn & Eve & Su Morn).....	Lawrence	
21 words 3 consec. insertions 25c, 6 insertions 35c, daily 1 mo. \$1.40.		
Telegram (Eve ex Su).....	"	
3 consec. insertions 1c word, 6 insertions 1½c word.		
{ Eagle (Morn ex Su).....	"	} 1c wd
{ Tribune (Eve ex Su).....	"	
Morn. & Eve. 1 week 2c word.		
Courier-Citizen (Morn & Eve ex Su).....	Lowell	½c wd F
Sun (Eve ex Su).....	"	½c wd F
Item (Eve ex Su).....	Lynn	10c li
3 consec. insertions 20c line, subsequent insertions 2c line.		
Telegram (Eve & Su).....	"	
5 lines or less 1 tl. 25c, 6 tl. 75c.		
{ Mercury (Morn ex Su).....	New Bedford	1c wd
Second and subsequent consec. insertions ½c word.		
{ Standard (Eve ex Su, also Su Morn).....	"	1c wd F
Times (Eve ex Su, also Su Morn).....	"	½c wd F
News (Eve ex Su).....	Salem	
24 words 1 insertion 25c, 3 consec. insertions 50c.		
News (Eve ex Su).....	Springfield	5c li F
Republican (Morn & Su).....	"	5c li F
26 insertions 4c line, 52 insertions 3½c line.		
Union (Morn & Eve ex Su).....	"	5c li F
(Su Morn)	"	5c li F
Gazette (Eve ex Su)	Worcester	1c wd F
Post (Eve ex Su).....	"	5c li
Consec. insertions 2½c line.		
Telegram (Morn & Su).....	"	1c wd F

MICHIGAN.

{ Enquirer (Morn ex Mon).....	Battle Creek	
{ News (Eve ex Su).....	"	
3 or more consec. insertions 6c line per insertion.		
Journal (Eve ex Su, also Su Morn).....	"	1c wd
Times (Eve ex Su).....	Bay City	1c wd F
Tribune (Morn)	"	5c li
Daily & Su. 1 mo. \$1.00 line.		
{ Abendpost (Ger) (Eve ex Su).....	Detroit	1c wd
{ Sonntagsblatt (Ger) (Su Morn).....	"	1c wd
1,000 lines 4c per agate line.		
Free Press (Morn & Su).....	"	1½c wd F
Journal (Eve ex Su).....	"	8c li F
{ News (Eve ex Su).....	"	2½c wd F
{ News-Tribune (Su Morn).....	"	1½c wd F
Times (Eve ex Su).....	"	1c wd F
Journal (Eve ex Su).....	Flint	1c wd F
Herald (Morn & Su).....	Grand Rapids	1c wd F
News (Eve ex Su).....	"	1c wd F
Press (Eve ex Su).....	"	1c wd F
Citizen-Press (Eve ex Su).....	Jackson	1c wd F

LEADING DAILY NEWSPAPERS—Continued.

Michigan—Continued.

Patriot (Morn ex Mon).....	Jackson	1c wd F
Gazette (Morn ex Mon).....	Kalamazoo	1c wd F
Telegraph-Press (Eve ex Su).....	"	10c li F
Press (Eve ex Su).....	Lansing	1c wd F
State Journal (Eve ex Su).....	"	1c wd F
Times Herald (Eve ex Su).....	Port Huron	1c wd
Additional insertions ½c word.		
Courier-Herald (Morn ex Mon).....	Saginaw	1c wd F
News (Eve ex Su).....	"	1c wd F

MINNESOTA.

Herald (Eve ex Su).....	Duluth	1c wd
Daily 1 mo. \$1.00 line.		
News-Tribune (Morn & Su).....	"	1c wd
7 consec. insertions 5c word, daily & Su. 1 mo. \$1.00 line.		
Journal (Eve ex Su, also Su Morn).....	Minneapolis	1½c wd F
News (Eve ex Su).....	"	1c wd
Daily 1 mo. \$1.25 line.		
Tribune (Morn & Eve ex Su).....	"	1½c wd F
(Su Morn)	"	1½c wd F
{ Dispatch (Eve ex Su).....	St. Paul }	
{ Pioneer Press (Morn ex Su).....	" }	1½c wd F
(Su Morn)	"	1½c wd F
News (Eve ex Su).....	"	1c wd
Daily 1 mo. \$1.50 line.		

MISSISSIPPI.

Clarion-Ledger (Morn ex Mon).....	Jackson	1c wd F
News (Eve ex Su, also Su Morn).....	"	1c wd F
Dispatch (Morn ex Mon)	Meridian	1c wd F
Star (Eve & Su Morn).....	"	1c wd
Daily and weekly 1 week 5c word.		
Democrat & Courier (Morn ex Mon).....	Natchez	1c wd F
Herald (Morn ex Mon).....	Vicksburg	1c wd F

MISSOURI.

Globe (Morn ex Mon).....	Joplin	1c wd
Second and subsequent consec. insertions ½c word.		
News-Herald (Eve ex Sat, also Su Morn).....	"	1c wd
3 consec. insertions 2c word, 6 insertions 3c word.		
Drovers' Telegram (Eve ex Su).....	Kansas City	7c li
1,000 lines in 1 yr. 6½c line.		
Journal (Morn & Su).....	"	10c li F
Post (Eve ex Su, also Su Morn).....	"	1c wd F
{ Times (Morn ex Su).....	" }	
{ Star (Eve ex Su).....	" }	3c wd F
(Su Morn)	"	2½c wd F
Gazette (Morn & Su).....	St. Joseph	1c wd F
News-Press (Eve ex Su).....	"	1c wd F
Daily 1 mo. \$1.30 line.		
Globe-Democrat (Morn & Su).....	St. Louis	10c li F

LEADING DAILY NEWSPAPERS—Continued.

Missouri—Continued.

Post-Dispatch (Eve & Su Morn).....	St. Louis	15c li F
Republic (Morn & Su).....	"	10c li F
Star (Eve ex Su).....	"	1½c wd F
Times (Eve ex Su).....	"	5c li
3 consec. insertions 12c line.		
{ Westliche Post (Ger) (Morn ex Su).....	"	10c li F
{ Mississippi Blaetter (Ger) (Su Morn).....	"	10c li F
Leader (Eve ex Su, also Su Morn).....	Springfield	1c wd
Second and subsequent consec. insertions ½c word.		
Republican (Morn ex Mon)	"	1c wd F

MONTANA.

Standard (Morn & Su)	Anaconda	1c wd
Daily & Su. 1 mo. \$1.50 line.		
Miner (Morn & Su)	Butte	1c wd
Daily & Su. 1 mo. \$1.50 line.		
Post (Eve ex Su).....	"	1c wd
Daily 1 mo. 60c line.		
Leader (Eve ex Su)	Great Falls	1c wd F
Tribune (Morn & Su)	"	1c wd
Daily & Su. 1 mo. \$1.00 line.		
Independent (Morn & Su)	Helena	1c wd
Daily & Su. 1 mo. \$1.00 line.		
Record (Eve ex Su).....	"	1c wd
Daily & Su. 1 mo. \$1.50 line.		
{ Missoulian (Morn & Su).....	Missoula	2c wd
Daily & Su. 1 mo. \$1.00 line.		
{ Sentinel (Eve ex Su).....	"	1c wd
Daily 1 mo. 60c line.		

NEBRASKA.

{ Journal (Morn & Su).....	Lincoln	1c wd F
{ News (Eve ex Su).....	"	
Star (Eve ex Su, also Su Morn).....	"	1c wd
Daily & Su. 1 mo. 75c line.		
Bee (Morn & Eve ex Su).....	Omaha	2c wd
(Su Morn)	"	2c wd
Daily & Su. 1 mo. \$1.80 line.		
News (Eve ex Su, also Su Morn).....	"	1½c wd
Daily & Su. 1 mo. \$1.80 line.		
World-Herald (Morn & Eve ex Su).....	"	2c wd
(Su Morn)	"	2c wd
2 or more consec. insertions 1½c word.		
Journal-Stockman (Eve ex Su)	South Omaha	5c li
5,000 lines in 1 yr. 3½c line.		

NEW HAMPSHIRE.

Mirror & American (Eve ex Su).....	Manchester	½c wd
Union & Leader (Morn & Eve ex Su).....	"	1c wd
Daily 1 wk. (including wkly.) 5c line.		

LEADING DAILY NEWSPAPERS—Continued.

NEW JERSEY.

{ Press (Morn ex Su).....	Atlantic City }	2c wd
{ Union (Eve ex Su).....	" }	
Third and subsequent insertions 1c word.		
Review (Morn ex Su).....	"	1c wd F
Courier (Eve ex Su)	Camden	10c li
Daily 1 wk. 5c line each insertion.		
Post-Telegram (Eve ex Su).....	"	1c wd
Daily 1 mo. 4c line each insertion.		
Journal (Eve ex Su)	Elizabeth	1c wd
Seventh and subsequent consec. insertions ½c word.		
Times (Eve ex Su).....	"	1c wd
Seventh and subsequent consec. insertions ½c word.		
Hudson-Observer (Eve ex Su)	Hoboken	1c wd
Daily 6 mos. \$4.75 line.		
Journal (Eve ex Su)	Jersey City	1c wd F
News (Eve ex Su).....	Newark	1c wd
Daily 1 mo. \$1.50 line.		
Star (Morn & Eve ex Su).....	Newark	1½c wd F
Call (Morn ex Su).....	Paterson	1c wd F
Guardian (Eve ex Su).....	"	
25 words or less 3 consec. insertions 2½c.		
News (Eve ex Su).....	"	1c wd F
{ Press (Eve ex Su).....	"	
50 words or less 3 consec. insertions 2½c.		
{ Chronicle (Su Morn).....	"	
50 words or less 1 insertion 2½c.		
State Gazette (Morn ex Su).....	Trenton	1c wd
Daily 1 wk. 5c each insertion per line.		
{ Times (Eve ex Su).....	"	1c wd F
{ Times-Advertiser (Su Morn).....	"	1c wd F

NEW MEXICO.

Herald (Eve ex Su)	Albuquerque	1c wd F
Journal (Morn & Su).....	"	1c wd F

NEW YORK.

Argus (Morn & Su).....	Albany	1c wd F
Journal (Eve ex Su).....	"	1c wd F
Knickerbocker Press (Morn & Su).....	"	1c wd F
Times-Union (Eve ex Su)	"	1c wd F
Press & Leader (Eve ex Su).....	Binghamton	5c li
3 lines 3 consec. insertions 2½c.		
Republican-Herald (Morn ex Su).....	"	1c wd F
Citizen (Eve ex Su, also Su Morn).....	Brooklyn	15c li F
Eagle (Eve ex Su, also Su Morn).....	"	16c li
7 or more consec. insertions 10c line.		
Standard-Union (Eve ex Su, also Su Morn).....	"	
3 lines or less 2½c insertion, 3 consec. insertions 50c.		
Times (Eve ex Su).....	"	10c li
6 consec. insertions 5c line each insertion.		
Commercial (Eve ex Su).....	Buffalo	1c wd F

LEADING DAILY NEWSPAPERS—Continued.

New York—Continued.

{ Courier (Morn ex Su).....	Buffalo }	1c wd F
{ Enquirer (Eve ex Su).....	" }	1c wd F
{ Courier (Su Morn).....	" }	1c wd F
{ Express (Morn ex Su).....	" }	1c wd F
{ Illustrated Express (Su Morn).....	" }	1c wd F
News (Eve ex Su).....	"	2c wd F
Times (Eve ex Su, also Su Morn).....	"	1c wd F
Advertiser (Morn ex Su).....	Elmira	1c wd
Second and subsequent consec. insertions ½c word.		
Star-Gazette (Eve ex Su).....	"	1c wd F
Journal (Eve ex Su).....	Jamestown	1c wd F
Post (Morn ex Su).....	"	1c wd F
Freeman (Eve ex Su).....	Kingston	1c wd
After 1 mo. ½c word.		
Journal (Eve ex Su).....	Newburgh	6c li
News (Eve ex Su).....	"	1c wd
30 words 6 consec. insertions \$1.50.		
{ Staats Zeitung (Ger) (Morn & Eve ex Su).....	New York City	15c li
{ Sonntags Blatt (Ger) (Su Morn).....	"	15c li
Morn. & Su. 1 mo. \$2.50 line.		
American (Morn ex Su).....	"	4c wd
(Su Morn).....	"	6c wd
7 consec. or every other day insertions or 4 consec. Sundays 20c word.		
Call (Morn & Su).....	"	7c li
3 or more consec. insertions 5c line each insertion.		
Deutsches Journal (Ger) (Morn & Eve ex Su).....	"	15c li
(Su Morn).....	"	15c li
7 insertions Daily and Su. 85c line.		
Globe & Commercial Advertiser (Eve ex Su).....	"	50c li F
Herald (Morn ex Su).....	"	10c li F
(Su Morn).....	"	10c li F
{ Herald (Ger) (Eve ex Su).....	"	10c li
{ Herald (Ger) (Morn ex Su).....	"	
(Name changed from Zeitung Feb. 16, 1914.)		
{ Revue (Ger) (Su Morn).....	"	10c li
1 wk. morn., eve. & Su. morn. 45c line.		
Jewish Daily Forward (Eve ex Sat & Su).....	"	15c li
(Sat & Su Morn).....	"	
Jewish Daily News (Eve ex Sat, also Su Morn).....	"	10c li
6 consec. insertions 45c line.		
Journal (Eve ex Su).....	"	60c li F
Mail (Eve ex Su).....	"	35c li F
(Rate is for classification "Business Opportunities.")		
Post (Eve ex Su).....	"	10c li F
Press (Morn & Su).....	"	2c wd F
Sun (Morn ex Su).....	"	15c li
(Eve ex Su).....	"	15c li
(Su Morn).....	"	15c li
7 consec. insertions 10c line each insertion.		
Telegram (Eve including Su).....	"	1c wd F
Telegraph (Morn ex Su).....	"	10c li
(Su Morn).....	"	15c li
Daily 3 or more ti. 11c line each insertion including 1 Su.		
Times (Morn & Su).....	"	35c li
7 consec. insertions 30c line each insertion.		

LEADING DAILY NEWSPAPERS—Continued.

New York—Continued.

Tribune (Morn & Su).....	New York City	10c li F
World (Morn ex Su).....	"	30c li
(Eve ex Su).....	"	30c li
(Su Morn)	"	30c li
7 consec. insertions \$1.50 line.		
Democrat & Chronicle (Morn & Su).....	Rochester	1c wd F
Herald (Morn & Su).....	"	1c wd F
Post-Express (Eve ex Su).....	"	1c wd F
Times (Eve ex Su).....	"	1c wd F
Union & Advertiser (Eve ex Su).....	"	1c wd F
Gazette (Morn ex Su).....	Schenectady	1c wd F
Union-Star (Eve ex Su).....	"	1c wd
Daily 1 mo. 4c line each insertion.		
Herald (Eve ex Su).....	Syracuse	5c li F
(Su Morn)	"	9c li F
Journal (Eve ex Su).....	"	1c wd F
Post-Standard (Morn ex Su).....	"	1c wd F
Record (Morn & Eve ex Su).....	Troy	1c wd F
Times (Eve ex Su).....	"	1c wd F
{ Herald-Dispatch (Eve ex Su).....	Utica	1c wd
{ Tribune (Su Morn).....	"	1c wd
6 consec. insertions eve. edition 4c word.		
Observer (Eve ex Su).....	"	5c li
4c line second insertion, 3c line 3 insertions.		
Press (Morn ex Su).....	"	1c wd F
Standard (Eve ex Su)	Watertown	1c wd
½c word additional insertion.		
Times (Eve ex Su).....	"	1c wd
½c word additional insertion.		

NORTH CAROLINA.

Citizen (Morn & Su).....	Asheville	1c wd F
News-Chronicle (Eve & Su Morn).....	Charlotte	1c wd F
Observer (Morn & Su).....	"	10c li F
News & Observer (Morn ex Mon).....	Raleigh	10c li F
Times (Eve ex Su).....	"	1c wd
5 consec. insertions 40% disc., 20 insertions 9c word.		
Dispatch (Eve ex Su).....	Wilmington	1c wd F
Star (Morn ex Mon).....	"	1c wd F
Journal (Morn ex Mon).....	Winston-Salem	1c wd F
Sentinel (Eve ex Su).....	"	1c wd
6 consec. insertions 4c word.		

NORTH DAKOTA.

Tribune (Morn ex Mon).....	Bismarck	1c wd
½c word additional insertion.		
Courier-News (Morn & Su).....	Fargo	1c wd F
Forum (Eve ex Su).....	"	1c wd
Second and subsequent consec. insertions ½c word.		
Herald (Morn ex Mon).....	Grand Forks }	1c wd F
(Eve ex Su).....	" }	

LEADING DAILY NEWSPAPERS—Continued.

OHIO.

Beacon-Journal (Eve ex Su).....	Akron	1c wd
25 consec. insertions 1/2c word each insertion.		
Press (Eve ex Su).....	"	1/2c wd F
Times (Eve ex Su).....	"	1c wd
News (Eve ex Su, also Su Morn).....	Canton	
20 words or less 3 consec. insertions 25c.		
Repository (Eve ex Su, also Su Morn).....	"	
20 words or less 3 consec. insertions 25c.		
{ Abend Presse (Ger) (Eve ex Su).....	Cincinnati }	1c wd F
{ Freie Presse (Ger) (Morn ex Su).....	" }	1c wd F
{ Sonntagsblatt (Ger) (Su Morn).....	" }	1c wd F
Commercial-Tribune (Morn & Su).....	"	10c li F
Enquirer (Morn ex Su).....	"	1 1/2c wd
(Su Morn)	"	2c wd
Post (Eve ex Su).....	"	2c wd F
Times-Star (Eve ex Su).....	"	10c li F
{ Volksblatt (Ger) (Morn ex Su).....	"	1c wd F
{ Westliche Blätter (Ger) (Su Morn).....	"	1c wd F
{ Leader (Morn & Su).....	Cleveland }	12c li
{ News (Eve ex Su).....	" }	
Plain Dealer (Morn ex Su).....	"	15c li
(Su Morn)	"	20c li
25 li. 11c Daily, 14c Su.		
Press (Eve ex Su)	"	2 1/2c wd F
Wachter & Anzeiger (Ger) (Eve ex Su, also Su Morn).....	"	6c li
2,000 lines in 1 yr. 1c line.		
Citizen (Eve ex Su).....	Columbus	1c wd F
Dispatch (Eve ex Su, also Su Morn).....	"	1 1/2c wd
Second and subsequent consec. insertions 1c word.		
{ Express Westbote (Ger) (Eve ex Su).....	"	5c li
{ Sonntagspost (Ger) (Su Morn).....	"	5c li
Journal (Morn & Su).....	"	1 1/2c wd
Second and subsequent consec. insertions 1c word.		
Herald (Eve ex Su).....	Dayton	1c wd
Journal (Morn & Su).....	"	1c wd
News (Eve ex Su Morn).....	"	1c wd
Journal (Eve ex Su).....	Hamilton	1c wd
Republican-News (Eve ex Su).....	"	1c wd
News (Eve, also Su Morn).....	Lima	1c wd
News (Eve ex Su).....	Mansfield	1c wd
Second and subsequent consec. insertions 1/2c word.		
Shield (Eve ex Su)	"	
1c word for 3 insertions.		
Advocate (Eve ex Su).....	Newark	1c wd
Second and subsequent consec. insertions 1/2c word.		
American-Tribune (Eve ex Su).....	"	1/2c wd
Times (Eve ex Su).....	Portsmouth	1c wd
Register (Morn & Su).....	Sandusky	1c wd
Star-Journal (Eve ex Su).....	"	
25 words or less 3 consec. insertions 25c.		

LEADING DAILY NEWSPAPERS—Continued.**Ohio—Continued.**

News (Eve ex Su, also Su Morn).....	Springfield	1c wd F
Sun (Morn & Su).....	"	1c wd F
Blade (Eve ex Su).....	Toledo	5c li F
Express (Eve ex Su).....	"	1c wd F
News-Bee (Eve ex Su).....	"	1c wd F
Times (Morn & Su).....	"	1c wd F
Telegram (Eve ex Su).....	Youngstown	4c li
Second and subsequent consec. insertions 3c line.		
Vindicator (Eve ex Su, also Su Morn).....	"	1c wd F
Times Recorder (Morn ex Su).....	Zanesville	1c wd F

OKLAHOMA.

Leader (Eve ex Su).....	Guthrie	1c wd F
Phoenix (Morn ex Mon)	Muskogee	1c wd F
Times-Democrat (Eve ex Su).....	"	1c wd F
News (Eve ex Su).....	Oklahoma City	1c wd F
Oklahoman (Morn ex Su).....	"	1c wd F
(Su Morn)	"	1 1/2c wd F
Times (Eve ex Su).....	"	1c wd F
Democrat (Eve ex Su).....	Tulsa	1c wd F
World (Morn ex Mon).....	"	1c wd F

OREGON.

Journal (Eve ex Su, also Su Morn).....	Portland	8c li
Daily & Su. 1 mo. \$1.75 line.		
News (Eve ex Su).....	"	1c wd F
Oregonian (Morn & Su).....	"	2c wd
Second and subsequent consec. insertions 1c word.		
Telegram (Eve ex Su).....	"	7c li
Daily 1 mo. \$1.50 line.		
Capital Journal (Eve ex Su).....	Salem	2c wd
Second and subsequent consec. insertions 1c word.		
Statesman (Morn ex Su).....	"	1c wd F

PENNSYLVANIA.

Call (Morn ex Su).....	Allentown	1c wd F
Chronicle-News (Eve ex Su).....	"	
5 lines 1 insertion 25c, daily 1 wk. \$1.00, 1 mo. \$3.50.		
{ City Item (Eve ex Su).....	"	} 1c wd F
{ Democrat (Morn ex Su).....	"	
Leader (Eve ex Su).....	"	1c wd F
Mirror (Eve ex Su).....	Altoona	1c wd F
Times (Morn ex Su)	"	1c wd F
Tribune (Morn ex Su).....	"	
5 lines 1 insertion 25c, daily 1 wk. \$1.00.		
Free Press (Eve ex Su).....	Easton	
28 words or over 1c word each insertion.		

LEADING DAILY NEWSPAPERS—Continued.**Pennsylvania—Continued.**

Dispatch (Morn & Su).....	Erie	1c wd F
Herald (Eve ex Su, also Su Morn).....	"	1c wd F
Times (Eve ex Su).....	"	1c wd F
Patriot (Morn ex Su).....	Harrisburg	1c wd F
Star-Independent (Eve ex Su).....	"	1c wd F
Telegraph (Eve ex Su).....	"	1c wd F
Democrat (Morn ex Su).....	Johnstown	1c wd F
Leader (Eve ex Su).....	"	1c wd
Second and subsequent consec. insertions ½c word.		
Tribune (Eve ex Su).....	"	
5 lines or less 1 insertion 25c, 6 consec. insertions \$1.00.		
Examiner (Eve ex Su).....	Lancaster	1c wd F
Intelligencer (Eve ex Su).....	"	2c wd F
Journal (Morn ex Sat).....	"	
News (Eve ex Su).....	McKeesport	1c wd F
Herald (Eve ex Su).....	Newcastle	
4 lines or less 2 consec. insertions 25c, daily 1 wk. 50c.		
News (Eve ex Su).....	"	
4 lines or less 2 consec. insertions 25c, 6 insertions 50c.		
Times (Eve ex Su).....	Norristown	1c wd F
Bulletin (Eve ex Su).....	Philadelphia	15c li F
{ Gazette (Ger) (Morn & Su).....	"	1c wd F
{ Demokrat (Ger) (Eve ex Su).....	"	1c wd F
Inquirer (Morn & Su).....	"	
12 words or less 1 insertion 30c, each additional word 2c.		
North American (Morn & Su).....	"	
12 words or less 1 insertion 30c, each additional word 2c.		
Press (Morn & Su).....	"	
12 words or less 1 insertion 30c, each additional word 2c.		
Public Ledger (Morn & Su).....	"	
12 words or less 1 insertion 30c, each additional word 2c.		
Record (Morn & Su).....	"	
12 words or less 1 insertion 30c, each additional word 2c.		
Telegraph (Eve ex Su).....	"	10c li
Daily 1 week 8½c line.		
{ Chronicle Telegraph (Eve ex Su).....	Pittsburgh	10c li F
{ Gazette Times (Morn & Su).....	"	10c li F
Dispatch (Morn & Su).....	"	1c wd F
Leader (Eve ex Su, also Su Morn).....	"	10c li F
{ Post (Morn & Su).....	"	7c li
7 consec. insertions 5c line each insertion.		
{ Sun (Eve ex Su).....	"	7c li
6 consec. insertions 5c line each insertion.		
Press (Eve ex Su, also Su Morn).....	"	1c wd F
Volksblatt & Freiheits Freund (Ger) (Morn & Su).....	"	1c wd F
Eagle (Eve ex Su, also Su Morn).....	Reading	8c li
30 consec. insertions \$1.20 line.		
{ Telegram (Eve ex Su).....	"	1c wd F
{ News-Times (Morn ex Su).....	"	
News (Morn ex Su).....	Scranton	1c wd F

LEADING DAILY NEWSPAPERS—Continued.

Pennsylvania—Continued.

Times (Eve ex Su).....	Scranton	1c wd F
{ Tribune-Republican (Morn ex Su).....	"	1c wd F
{ Truth (Eve ex Su).....	"	1c wd F
Local News (Eve ex Su).....	West Chester	
25 words or less 25c, each additional word 1c.		
News (Eve ex Su).....	Wilkes-Barre	1c wd F
Record (Morn ex Su).....	"	1c wd F
Times-Leader (Eve ex Su).....	"	1c wd F
Gazette & Bulletin (Morn ex Su).....	Williamsport	1c wd F
Sun (Eve ex Su)	"	1c wd F
{ Daily (Morn ex Su).....	York	1c wd F
{ Dispatch (Eve ex Su).....	"	1c wd F

RHODE ISLAND.

Times (Eve ex Su).....	Pawtucket	1c wd F
{ Bulletin (Eve ex Su).....	Providence	1c wd F
{ Journal (Morn & Su).....	"	1c wd F
News (Eve ex Su).....	"	1c wd F
Tribune (Eve ex Su, also Su Morn).....	"	1c wd F
Call & Reporter (Eve ex Su).....	Woonsocket	1c wd F

SOUTH CAROLINA.

{ News & Courier (Morn ex Su).....	Charleston	1c wd F
{ News (Su Morn).....	"	1c wd F
Post (Eve ex Su).....	"	1c wd F
Record (Eve & Su).....	Columbia	1c wd F
State (Morn & Su).....	"	1c wd F
News (Morn & Su).....	Greenville	1c wd F
Herald (Morn ex Mon).....	Spartanburg	
25 words or less 1 insertion 25c, 6 consec. insertions \$1.00.		
Journal (Eve ex Su).....	"	
25 words or less 1 insertion 25c, 6 consec. insertions \$1.00.		

SOUTH DAKOTA.

American (Morn ex Mon).....	Aberdeen	1c wd
Daily & Su, 1 wk. 25c line, 1 mo. 75c line.		
News (Eve ex Su).....	"	1c wd
Second and subsequent consec. insertions 1/4c word.		
Argus-Leader (Eve ex Su).....	Sioux Falls	1c wd F
Press (Morn ex Mon).....	"	1c wd F

TENNESSEE.

News (Eve ex Su).....	Chattanooga	1c wd F
Times (Morn & Su).....	"	1c wd F
Journal-Tribune (Morn & Su).....	Knoxville	1c wd F
Sentinel (Eve ex Su).....	"	1c wd F

LEADING DAILY NEWSPAPERS—Continued.**Tennessee—Continued.**

Commercial Appeal (Morn & Su).....	Memphis	2c wd
Second and subsequent consec. insertions 1½c word.		
News-Scimitar (Eve ex Su).....	"	1c wd F
Press (Eve ex Su).....	"	½c wd F
Banner (Eve ex Su).....	Nashville	8c li F
Tennessean & American (Morn & Su).....	"	1c wd F

TEXAS.

Statesman (Morn ex Su).....	Austin	1c wd
(Su Morn)	"	1c wd
Daily 1 wk. 4c word.		
Tribune (Eve ex Sat, also Su Morn).....	"	1c wd
Second and subsequent consec. insertions ½c word.		
Enterprise (Morn & Su).....	Beaumont	1c wd
7 consec. insertions 5c word.		
Journal (Eve ex Su, also Su Morn).....	"	1c wd F
Dispatch (Eve ex Su).....	Dallas	1c wd F
Journal (Eve ex Su).....	"	1c wd
Daily 1 week 4c word.		
News (Morn & Su).....	"	1½c wd
5 consec. insertions 5c word.		
Times-Herald (Eve ex Su, also Su Morn).....	"	1c wd F
Herald (Eve ex Su).....	El Paso	1c wd F
Times (Morn & Su).....	"	1c wd F
Record (Morn ex Su)	Fort Worth	7c li
Second insertion 6c li, third insertion 5c li.		
Star-Telegram (Eve ex Su, also Su Morn).....	"	1c wd F
News (Morn & Su).....	Galveston	1c wd
7 consec. insertions 4c word.		
Tribune (Eve ex Su)	"	½c wd F
Chronicle (Eve ex Su).....	Houston	1c wd F
(Su Morn)	"	2c wd F
Post (Morn ex Su).....	"	1c wd F
(Su Morn)	"	2c wd F
Express (Morn & Su)	San Antonio	1c wd F
Light (Eve ex Su, also Su Morn).....	"	1c wd
7 consec. insertions 4c word.		
News (Morn & Su).....	Waco	1c wd F
Times-Herald (Eve ex Su, also Su Morn).....	"	1c wd
7 consec. insertions 4c word.		

UTAH.

Examiner (Morn & Su).....	Ogden	1c wd
8 consec. insertions 5c word.		
Deseret News (Eve ex Su).....	Salt Lake City	5c li
Daily 1 mo. \$1.00 line.		
Herald-Republican (Morn & Su).....	"	10c li
Second and subsequent consec. insertions 5c line.		
Telegram (Eve ex Su).....	"	1c wd F
Tribune (Morn & Su).....	"	2c wd
Second and subsequent consec. insertions 1c word.		

LEADING DAILY NEWSPAPERS—Continued.

VERMONT.

Free Press (Morn ex Su).....	Burlington	1c wd
6 consec. insertions 3c word.		
News (Eve ex Su).....	"	1c wd
6 consec. insertions 3c word.		
Herald (Morn ex Su).....	Rutland	5c li
3 insertions 10c line.		
News (Eve ex Su).....	"	1c wd
Daily 1 week 3c word.		

VIRGINIA.

Bee (Eve ex Su).....	Danville	1c wd F
Register (Morn ex Mon).....	"	1c wd F
News (Morn ex Mon & Su).....	Lynchburg	1c wd F
{ Press (Morn ex Mon).....	Newport News }	2c wd F
{ Times-Herald (Eve ex Su).....	" }	
Ledger-Dispatch (Eve ex Su).....	Norfolk	1c wd F
Virginian-Pilot (Morn ex Mon).....	"	1c wd F
Index Appeal (Morn ex Mon).....	Petersburg	1c wd
6 consec. insertions 4c word.		
Journal (Eve ex Su).....	Richmond	1c wd F
News-Leader (Eve ex Su)	"	1c wd F
Times-Dispatch (Morn ex Su).....	"	1c wd F
(Su Morn)	"	1½c wd F
Virginian (Morn & Su).....	"	1c wd F
{ Times (Morn ex Mon).....	Roanoke	1c wd F
{ (Su Morn)	"	1c wd F
{ World News (Eve ex Su).....	"	1c wd F

WASHINGTON.

American Reveille (Morn & Su).....	Bellingham	10c li F
Herald (Eve ex Su).....	"	10c li F
Post-Intelligencer (Morn & Su).....	Seattle	10c li F
Star (Eve ex Su).....	"	1½c wd F
Sun (Eve ex Su)	"	
Times (Eve ex Su).....	"	10c li F
(Su Morn)	"	15c li F
Chronicle (Eve ex Su).....	Spokane	1c wd
4 consec. insertions 5c line each insertion.		
Press (Eve ex Su).....	"	1c wd F
Spokesman-Review (Morn ex Su).....	"	10c li F
(Su Morn)	"	15c li F
Ledger (Morn & Su)	Tacoma	1c wd
Daily & Su. 1 mo. \$1.50 line.		
News (Eve ex Su).....	"	1c wd
Daily & Su. 1 mo. \$1.50 line.		
Times (Eve ex Su).....	"	1c wd F
Tribune (Eve ex Su, also Su Morn).....	"	1c wd F
Bulletin (Eve ex Su, also Su Morn).....	Walla Walla	1c wd
½c word subsequent insertion.		
Union (Morn ex Mon).....	"	1c wd F

LEADING DAILY NEWSPAPERS—Continued.

WEST VIRGINIA.

Gazette (Morn ex Mon).....	Charleston	1c wd F
Mall (Eve ex Su).....	"	1c wd F
Advertiser (Eve ex Su).....	Huntington	1c wd F
Herald-Dispatch (Morn ex Mon).....	"	1c wd F
{ Intelligencer (Morn ex Su).....	Wheeling	1c wd
{ News (Eve ex Su, also Su Morn).....	"	1c wd
Both papers 1½c word.		
Register (Morn & Su)	"	1c wd
Second and subsequent consec. insertions ½c word.		
Telegraph (Eve ex Su)	"	1c wd F

WISCONSIN.

Leader (Morn ex Mon).....	Eau Claire	1c wd
6 consec. insertions 3c word.		
Telegram (Eve ex Su).....	"	1c wd
6 consec. insertions 3c word.		
Leader-Press (Eve ex Su).....	La Crosse	1c wd
½c word each consec. insertion.		
Tribune (Eve ex Su)	"	1c wd F
Democrat (Morn ex Mon)	Madison	1c wd F
State Journal (Eve ex Su).....	"	1c wd
½c word each consec. insertion.		
Evening Wisconsin (Eve ex Su).....	Milwaukee	6c li F
Free Press (Morn & Su).....	"	1c wd F
Germania-Herald (Ger) (Eve ex Su).....	"	} 2c wd F
(Morn ex Su)	"	
Sonntagspost (Ger) (Su Morn).....	"	2c wd F
Journal (Eve ex Su, also Su Morn).....	"	1½c wd F
Leader (Eve ex Su)	"	1c wd F
News (Eve ex Su).....	"	1c wd F
Sentinel (Morn ex Su)	"	7c li
(Su Morn)	"	10c li
5,000 lines daily 6c line, Su. 8c line.		
Northwestern (Eve ex Su).....	Oshkosh	
5 lines or less 3 consec. insertions 50c.		
Call (Eve ex Su)	Racine	5c li F
Journal-News (Eve ex Su).....	"	1c wd F
Times (Eve ex Su).....	"	5c li F
Telegram (Eve ex Su).....	Superior	
3 lines 3 consec. insertions 25c, daily 1 mo. 50c.		

WYOMING.

Leader (Morn ex Mon).....	Cheyenne	1c wd
Second and subsequent consec. insertions ½c word.		
Tribune (Eve ex Su).....	"	1c wd F

LEADING DAILY NEWSPAPERS—Continued.

CANADA

ALBERTA.

Albertan (Morn ex Su).....	Calgary	1c wd
6 consec. insertions 4c word.		
Herald (Eve ex Su).....	"	8c li
6 consec. insertions 32c line.		
News-Telegram (Eve ex Su).....	"	1c wd
6 consec. insertions 4c word.		
Bulletin (Morn & Eve ex Su).....	Edmonton	1c wd
6 consec. insertions 4c word.		
Journal (Morn & Eve ex Su).....	"	1c wd
1 mo. 20c word.		

BRITISH COLUMBIA.

News-Advertiser (Morn ex Mon).....	Vancouver	1c wd
6 consec. insertions 5c word.		
Province (Eve ex Su).....	"	1c wd
6 consec. insertions 5c word.		
Sun (Morn ex Su)	"	1c wd
6 consec. insertions 4c word.		
World (Eve ex Su).....	"	10c li F
Colonist (Morn ex Mon).....	Victoria	1c wd
6 consec. insertions 10% disc.		
Times (Eve ex Su).....	"	1c wd
6 consec. insertions 4c word.		

MANITOBA.

{ Free Press (Morn ex Su).....	Winnipeg }	8c li
{ News-Bulletin (Eve ex Su).....	" }	
Daily 1 wk. 35c line.		
Telegram (Morn & Eve ex Su).....	"	6c li
Daily 1 wk. 30c line.		
Tribune (Eve ex Su).....	"	5c li
500 lines in 1 yr. 3½c.		

NEW BRUNSWICK.

Globe (Eve ex Su).....	St. John	1c wd
6 consec. 33 1-3% disc.		
Standard (Morn ex Su).....	"	1c wd
18c per word per mo.		
{ Telegraph (Morn ex Su).....	" }	2c wd
{ Times	" }	
36c per word per mo.		

NOVA SCOTIA.

{ Chronicle (Morn ex Su).....	Halifax }	1c wd F
{ Echo (Eve ex Su).....	" }	1c wd F
{ Herald (Morn ex Su).....	" }	1c wd F
{ Mail (Eve ex Su).....	" }	1c wd F

LEADING DAILY NEWSPAPERS—Continued.

ONTARIO.

Herald (Eve ex Su).....	Hamilton	1c wd
Daily 1 mo. 15c word.		
Spectator (Eve ex Su).....	"	1c wd F
Times (Eve ex Su).....	"	1c wd F
Advertiser (Eve ex Su).....	London	1c wd
Second and subsequent consec. insertions ½c word.		
Free Press (Morn & Eve ex Su).....	"	1c wd
6 consec. insertions 5c word.		
Citizen (Morn & Eve ex Su).....	Ottawa	1c wd F
Daily 1 mo. 20c word.		
Free Press (Eve ex Su).....	"	1c wd
3 consec. insertions 2c word.		
Journal (Eve ex Su).....	"	1c wd
3 consec. insertions 2c word.		
Globe (Morn ex Su).....	Toronto	2c wd
6 consec. insertions 8c word.		
Mall & Empire (Morn ex Su).....	"	2c wd
6 consec. insertions 8c word.		
News (Eve ex Su).....	"	1c wd F
Star (Eve & Su Morn).....	"	1c wd
Telegram (Eve ex Su).....	"	1c wd
World (Morn)	"	1c wd
(Su Morn)	"	1½c wd
7 consec. insertions 6c word.		
Gazette (Morn ex Su).....	Montreal	1c wd F
Herald-Telegraph (Eve ex Su).....	"	1c wd F
La Patrie (Fr) (Eve ex Su).....	"	1c wd
6 consec. insertions 4c word.		
La Presse (Fr) (Eve ex Su).....	"	1c wd F
Mall (Morn ex Su).....	"	6c li F
News (Eve ex Su).....	"	
Star (Eve ex Su).....	"	1c wd F
Chronicle (Morn ex Su).....	Quebec	
30 words or less 1 insertion 25c, 6 consec. insertions \$1.00.		
Telegraph (Eve ex Su).....	"	
30 words or less 1 insertion 25c, 6 consec. insertions 75c.		

SASKATCHEWAN.

Leader (Morn ex Su).....	Regina	1c wd
6 consec. insertions 4c word.		
Province-Standard (Eve ex Su).....	"	1c wd
6 consec. insertions 4c word.		

WEEKLY PUBLICATIONS

ALABAMA.

Age-Herald (Thur)	Birmingham	1c wd F
Times (Tu)	Montgomery	3c wd F

COLORADO.

Great Divide (Mon)	Denver	3c wd F
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LEADING WEEKLY PUBLICATIONS—Continued.

DISTRICT OF COLUMBIA.

National Tribune (Thur)	Washington	20c li F
Pathfinder (Sat)	"	3c wd F

GEORGIA.

Constitution (Tu, Thur, Sat)	Atlanta	50c li F
(Rate covers insertions in 3 editions per week.)		
Journal (Tu, Fri)	"	40c li
(Rate covers insertions in 2 editions per week.)		

ILLINOIS

Boyce's Big Weeklies—

Saturday Blade (Sat)	Chicago	} 30c wd F
Chicago Ledger (Sat)	"	

§ "Famous for famous results." Every classification pays. Maximum circulation in prosperous small town and country districts at minimum cost per thousand. Chicago Ledger may follow Saturday Blade insertion one week, allowing copy to be scheduled E.O.W. yet securing representation weekly.

KANSAS.

Capper's Weekly	Topeka	8c wd
4 consec. insertions 22c word.		
Farmers' Mail & Breeze (Sat)	"	5c wd
4 consec. insertions 18c word.		
Eagle (Fri)	Wichita	2c wd F

MAINE.

Commercial (Thur)	Bangor	2c wd F
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MARYLAND.

American (Tu & Fri)	Baltimore	20c li
(Rate covers insertions in 2 editions per week.)		
3 mos. \$2.00 line, 6 mos. \$3.75 line.		

MASSACHUSETTS.

Christian Endeavor World (Thur)	Boston	4c wd F
Sunday Telegram (Su)	Lowell	1c wd F

MINNESOTA.

Farmers' Tribune (Tu & Fri)	Minneapolis	15c li F
Rate covers insertions in 2 editions per week.		
Woman's Home Weekly (Sat)	"	20c li F
American Home (Sat)	St. Paul	20c li F
Farmers' Dispatch (Tu & Fri)	"	35c li F
Rural Weekly (Thur)	"	40c li F

LEADING WEEKLY PUBLICATIONS—Continued.**MISSOURI.**

Journal (Thur)	Kansas City	50c li F
Our Country (Sat)	"	3c wd F
Star (Wed)	"	60c li F
Globe-Democrat (Tu & Fri).....	St. Louis	50c li F
(Rate covers insertions in 2 editions per week.)		
Republic (Mon & Thur).....	"	5c wd F
Woman's National Weekly (Sat).....	"	5c wd
5 consec. insertions 20c word, 10 insertions 30c word.		

NEBRASKA.

Deutsch Amerikanischer Farmer (Ger) (Wed).....	Lincoln	6c wd F
Freie Presse (Ger) (Wed).....	"	40c li F
Rural Weekly (Thur).....	Omaha	10c li F
Twentieth Century Farmer (Wed).....	"	5c wd F

NEW JERSEY.

Sunday Call (Su).....	Newark	1c wd F
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NEW YORK.

Illustrated Sunday Magazine (Su).....	Buffalo	4.00 li F
Telegram (Su)	Elmira	2c wd F
Associated Sunday Magazine (Su).....	New York City	4.00 li F
All Story Cavalier (Sat)	"	60c li
6 consec. insertions 10% disc.		
Collier's Weekly (Sat).....	"	3.50 li F
Leslie's Weekly (Thur).....	"	1.75 li
6 consec. insertions 10% disc.		
Literary Digest (Sat).....	"	1.25 li F
Outlook (Sat)	"	10c wd F
Scientific American (Sat).....	"	75c li
12 mos. consec. insertions 20% disc.		
World (Mon, Wed & Fri).....	"	60c li
(Rate covers insertions in 3 editions per week.)		
4 consec. weeks 55c line per week.		

OHIO.

Enquirer (Thur)	Cincinnati	10c li F
Blade (Thur)	Toledo	60c li F

OKLAHOMA.

World (Thur)	Tulsa	2½c wd
10 consec. insertions 2c word.		

LEADING WEEKLY PUBLICATIONS—Continued.**OREGON.**

Oregonian (Thur)Portland 1c wd F

PENNSYLVANIA.

Country Gentleman (Sat)Philadelphia 75c li F

Grit (Su)Williamsport 75c li F

TENNESSEE.

Commercial-Appeal (Tu)Memphis 4c wd F

TEXAS.

{ **Farm News (Tu, Fri)**Dallas } 5c wd F
 { **Farm News (Tu, Fri)**Galveston }

Record (Tu, Fri)Ft. Worth 3c wd F

Express (Tu, Fri)San Antonio 2 edns.
 10c li F
 (Rate covers insertions in 2 editions per week.)

UTAH.

Deseret News (Mon, Thur)Salt Lake City 12c li
 Semi-wkly. 1 mo. 75c line.

WASHINGTON.

Spokesman-Review (Tu, Fri)Spokane 15c li F

WISCONSIN.

Germania (Ger) (Tu)Milwaukee 5c wd F

Haus und Bauernfreund (Ger) (Fri) " 5c wd F

CANADA.

Farmers' Telegram (Wed)Winnipeg, Man. 1c wd
 6 consec. insertions 4c word.

Farmers' Tribune & Prairie Home Magazine (Wed) " 1c wd
 1,000 lines in 1 yr. 3c line.

Free Press & Prairie Farmer (Wed) " 7c li
 4 consec. insertions 20c line.

Nordwesten (Ger) (Wed) " 1c wd F

Valley Journal (Tu & Fri)Ottawa, Ont. 1c wd F

Canadian Courier (Sat)Toronto, Ont. 4c wd F

Star (Sat) " 1c wd F

Family Herald & Weekly Star (Wed)Montreal, Que. 2c wd F

Farmers' Weekly La Presse (Thur) " 1c wd F

MONTHLY PUBLICATIONS

(CLASSIFIED RATES)

CALIFORNIA.

Sunset, the Pacific Monthly San Francisco 1.00 ll F

ILLINOIS.

Blue Book Magazine Chicago 1.00 ll
6 consec. insertions 10% disc.

Green Book Magazine " 50c ll
6 consec. insertions 10% disc.

Opportunity " 15c wd
3 consec. insertions 10% disc.

Popular Mechanics " 15c wd F

Red Book Magazine " 1.50 ll
6 consec. insertions 10% disc.

System " 33c wd
3 consec. insertions 5%, 6 insertions 10%, 12 insertions 15% disc.

Technical World " 50c ll F

10 Story Book " 5c wd

Woman's World " 7.00 ll
3 consec. insertions 5%, 6 insertions 10% disc.

IOWA.

People's Popular Monthly Des Moines 25c wd
10% disc. on 3 tl. orders.

NEW YORK.

Motion Picture Story Magazine Brooklyn 1.00 ll
6 consec. insertions 10% disc.

Ainslee's Magazine New York City 1.00 ll

American Review of Reviews " 1.50 ll
Min. space accepted 4 lines, 6 consec. insertions 10% disc.

Argosy " 1.30 ll F

Cosmopolitan Magazine " 3.25 ll
Min. space accepted 4 lines, 6 consec. insertions 12½% disc.

Everybody's Magazine " 3.00 ll
Min. space accepted 4 lines, 6 consec. insertions 10% disc.

Hearst's Magazine " 20c wd
Min. space accepted 30 words, 6 consec. insertions 10% disc.

Munsey's Magazine " 2.00 ll
Min. space accepted 4 lines, 6 consec. insertions 10% disc.

New Story " 45c ll F

Outing Magazine " 50c ll
3 consec. insertions 45c line.

People's Magazine " 65c ll F

Physical Culture " 10c wd

Popular Magazine " 1.25 ll F

Railroad Man's Magazine " 80c ll F

Smith's Magazine " 50c ll F

LEADING MONTHLY PUBLICATIONS—Continued.

New York—Continued.

Strand Magazine	New York City	6c wd F
Top Notch Magazine (S-M)..... Rate covers 2 insertions per month.	"	1.60 li F
Wide World Magazine	"	6c wd F
World's Advance	"	10c wd F

TENNESSEE.

Southern Farm Journal (Agri) (S-M).....	Chattanooga	4c wd F
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CANADA.

McLean's Magazine	Toronto, Ont.	5c wd F
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	1 time rate per inch.	Page rate 1 time.	Minimum rate per inch.	No. of col., width and length.	Type size page in inches.	Closing date.
California Cultivator & Rural Californian (Thur). Los Angeles	1.20	604.80	11.20 F	4-13 -189	9 x12½	Friday previous week
Western Empire (M)56	18.48	.56 F	3-13 -154	7 x11	25th of month previous
Pacific Garden (M)	1.48	74.61	1.42 G	4-13 -168	9 x12	25th of month previous
Min. rate 1 p. mo. \$12.00 insertion.	.84	27.68	.84 F	4-13 -157	9 x11	
Live Stock & Dairy Journal (M)	2.10	117.66		4-13 -196	9½x14	One week previous
Saturday Bee (Sat)	3.10	116.20	3.10 F	4-13 -192	9 x13½	Five days previous
Breeder & Sportsman (Sat)	1.69	90.72	1.68 F	4-13 -189	9 x13½	Saturday previous
Min. rate 1 inch wtdy. 1 yr. .30 inch.	3.50	216.00	2.50 G	4-13 -210	9 x15	20th of month previous
	1.00	15.00		3-13 -124	6½x 9	25th of month previous
	1.75	77.28	1.33 E	4-13 -168	9 x12	25th of month previous
	.70	148.40	.70 F	3-12½-296	17½x21½	One day previous
	2.00	70.00		4-13½-196	9 x13½	Friday previous

* Government statement—See page 5. † Gross circulation. © Net circulation. □ Can use matrices. ‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in sixth column, defining the number of columns, width and length, are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

1 time rate per inch.	Page rate 1 time.	Minimum rate per inch.	No. of cols., width and length.	Type size page in inches.	Closing date.
1.40	70.00	1.05 H	4-13 -175	9 x12½	Monday previous
3.00	156.00	3.00 F	4-13 -217	9 x15½	Fourteen days previous
.75	34.42		4-13 -178	9 x12½	Wednesday previous
3.50	169.00	3.50 F	4-13 -168	9 x12	26th of month previous
1.26	32.00	.50 P	3-14 -140	7½x10	Monday previous
1.75	85.80		4-13 -182	9 x13	One week previous
1.68	87.36	1.68 F	4-13 -182	9 x13	Wednesday previous
4.20	174.00		4-13 -182	9 x13	Ten days previous
.15	17.77	.12½A	6-13 -276	13½x19½	
.90	50.96	.70 Q	4-13 -182	9½x13	Monday previous
1.40	67.20	1.40 F	4-13 -168	9 x12	Wednesday previous
.25	7.13	.25 F	3-13 -138	6½x 9½	26th of month previous
FORTUNE GROWER (M), Tampa Truck & Chick (M), Tallahassee © 4.300					

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THE AGRICULTURAL PRESS—Continued.									
GEORGIA.									
Constitution (Tu, Thur & Sat).....Atlanta	© 118,961	7.00	1,029.00	7.00 F	7-13 -294	15½x21	One day previous		
Journal (Tu & Fri)....."	© 97,572	5.60	823.20	5.60 F	7-13 -294	15½x21	One day previous		
National Field (Thur)	* 78,193	4.20	200.00		4-13 -187	9 x13½	Thursday week prev.		
Orange Judd Southern Farming (Sat)....."	© 75,512	4.90	250.00		4-13 -193	9 x13½	Thursday week prev.		
Min. rate 1 p. 1 tl. \$250.00.									
Southern Cultivator & Dixie Farmer (S-M, 1st & 15th) "	—	2.80	92.40	2.80 F	3-13 -154	6½x11	Ten days previous		
Southern Ruralist (S-M, 1st & 15th)....."	© 235,608	14.00	700.00	14.00 F	4-13 -188	9 x13½	Ten days previous		
IDAHO.									
Idaho Farmer (S-M).....Boise	© 5,890	.98	54.88	.98 F	4-13 -196	9 x14	Fifteen days previous		
Western Farmer's Review (Thur)....."	© 7,500	.70	73.50	.49 D	7-13 -280	15½x20	Monday previous		
Gem State Rural Live Stock Journal (M).....Caldwell	—	.98	47.04	.98 F	4-13 -168	8½x12	15th of month previous		
ILLINOIS.									
Otwell's Farmer Boy (M).....Carlinville	—	1.40	50.00		4-13 -171	9½x12½	18th of month previous		
Min. rate 1 p. 1 tl. \$50.00.									
American Farming (M).....Chicago	80,000	5.60	180.00	5.60 F	3-13½-150	7 x10½	20th of month previous		
Commencing November, 1914, issue gross circulation monthly proven on request or entire cost of advertising forfeited by American Farming									
American Florist (Sat).....Chicago	—	1.00	30.00		3-13 -140	6½x10	Tuesday previous		
Min. rate wkly. 1 inch 1 yr. .70 inch.									
American Sheep Breeder & Wool Grower (M)....."	—	3.00	84.00		3-15 -140	7½x10	1st of month of issue		
Min. rate mo. 1 p. 1 yr. \$62.50 insertion.									

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1 time rate per inch.	Page rate 1 time.	Minimum rate per inch.	No. of cols., width and length.	Type and page in inches.	Closing date.
4.30	36.00	3.50 G	3-13 -140	68x10	2d of month of issue
2.10	63.00	2.10 F	3-13 -140	68x10	30th of month previous
31.00	900.00	21.00 F	4-13 1-175	9 1/2 x 13 1/2	30th of month previous
35.00	3,650.00	36.00 F	6-13 1-271 4-13 1-191	16 x 22 9 1/2 x 13 1/2	Monday noon previous Tu noon 3d week prev.
3.40	436.80	3.40 F	4-13 -182	8 1/2 x 13	Thursday prev. week
7.00	350.00	7.00 F	4-13 -175	9 x 13 1/2	30th of month previous
1.40	139.00	.70 L	7-13 1-300	16 1/2 x 21 1/2	
7.00	364.00	7.00 F	4-13 -182	9 x 13	Monday previous
4.90	345.00	4.90 F	4-13 1-175	9 x 13 1/2	2d Thursday previous

A big, well balanced weekly publication for every member of the family engaged in the business of farming. It helps the farmer get a safer market for his crops and to make more money out of his farm. It helps him to do better business. Get the last issue and look it over.

Florists' Review (Thur).....
Min. rate 1 inch wkly. 1 yr. .70 inch.
Hospodarske Listy (Boh) (S-M, 1st & 15th).....
Min. rate 1 inch a-mo. 1 yr. .35 inch.
Illinois Staats-Zeitung (Der Landwirt) (Ger) (Thur)..
Live Stock Report (Fri).....
Live Stock World (Eve ex Su).....
Live Stock World (Thur).....

11,043
4,900
16,200
—
—
—

30.00
33.10
136.00
134.40
147.00
139.00

3-13 -140
4-13 -192
7-13 -300
4-13 -163
7-13 -301
7-13 -301

68x10
9 x 13 1/2
16 1/2 x 21 1/2
9 x 13
16 1/2 x 21 1/2
16 1/2 x 21 1/2

Tuesday previous
Ten days previous
One day previous
Wednesday noon prev.
One day previous

Government statement—See page 5. * Gross circulation. © Net circulation. Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in sixth column, defining the number of type. Each rating is the average circulation for six months ending 1914, unless otherwise noted.

THE AGRICULTURAL PRESS—Continued.												
Illinois—Continued.												
Orange Judd Farmer (Sat).....Chicago Min. rate 1 p. 1 tl. \$350.00.	© 118,456	7.00	350.00		4-13 -193	9 x13½	Tuesday week prev.					
Prairie Farmer (Every other Sat)....."	© 99,731	7.00	380.00	7.00 F	4-13 -190	9 x13½	Ten days previous					
Shepherd's Journal (M)....."	—	3.50	112.50	2.52 H	3-15 -150	7½x10½	8th of month previous					
Swine World (S-M)....."	© 15,000	3.50	105.00	3.50 F	3-13 -140	6½x10	Five days previous					
American Bee Journal (M).....Hamilton Min. rate 1 p. mo. 1 yr. \$40.00 insertion.	© 6,560	2.10	60.00		3-13 -134	6½x 9½	25th of month previous					
National Live Stock Reporter (Eve ex Su). National Stock Yds.	* 18,000	.56	72.45	.42 L	7-13 -276	15½x19½						
Illinois Farmer (S-M).....Quincy	© 59,000	3.08	140.00	3.08 F	4-13 -175	9 x12½	Two days previous					
Farm Home (M).....Springfield	© 75,000	5.60	240.00	5.60 F	4-13 -190	9 x13½	25th of month previous					
INDIANA.												
Farmers' Guide (Sat).....Huntington	© 80,150	5.60	313.60	5.60 F	4-13 -196	9 x14	Saturday previous					
Indiana Farmer (Sat).....Indianapolis	© 56,082	3.50	196.00	3.50 F	4-13 -196	9½x14	Monday morning prev.					
Jersey Bulletin & Dairy World (Wed).....Indianapolis	© 13,276	3.50	58.80	.70 L	3-14 -140	7½x10	Thursday previous					
Live Stock Journal (Eve ex Su)....."	* 3,216	.70	60.00	.21 G	6-13 -280	13½x20						
Swine Breeders' Journal (S-M)..... 2 inches 1 mo. \$10.00. Min. rate 1 p. a-mo. 1 yr. \$24.04 ann.	—		50.00		3-14 -140	7½x10	Two days previous					
Up-to-Date Farming (S-M, 1st & 15th)....."	© 901,666	10.50	400.00		4-13½-175	9½x12½	Ten days previous					
Farm Life & Agricultural Epitomist (M).....Spencer Min. rate 1 p. 1 tl. \$750.00.	© 354,181	21.00	750.00		4-13 -189	9 x13½	20th of month previous					
Vegetable Grower (M)"	* 140,000	7.00	300.00		4-13 -189	9 x13½	19th of month previous					

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THE AGRICULTURAL PRESS—Continued.		Circulation.	1 time rate per inch.	Page rate 1 time.	Minimum rate per inch.	No. of cols., width and length.	Type size page in inches.	Closing date.
IOWA.								
Iowa Agriculturist (M).....	Ames	* 3,500	2.00	13.50		2-16 -112	5½ x 8	8th of month previous
Min. rate 1 p. mo. 1 yr. \$10.42 insertion.								
Iowa Homestead (Thur)	Des Moines	© 141,692	8.40	448.80	8.40 F	4-13 -187	9 x 13½	Saturday previous
Iowa Farmer (S-M, 1st & 15th).....	"	© 64,789	4.20	200.00		4-13 -185	9½ x 13½	Five days previous
Min. rate 1 p. 1 tl. \$200.00.								
Producer & Consumer (M).....	"	—	4.20	175.00	3.50 A	4-13½ -184	9½ x 13½	20th of month previous
Successful Farming (M).....	"	© 790,300	49.00	1,575.00	49.00 F	3-13 -150	6½ x 10½	20th of month previous
Wallace's Farmer (Fri).....	"	© 63,384	5.60	302.40	5.60 F	4-13 -189	9½ x 13½	Monday previous
Iowa Farmer (M).....	Dubuque	—	.98	43.68	.98 F	4-13 -182	9 x 13	10th of month of issue
Fruitman & Gardener (M).....	Mount Vernon	—	3.50	105.00	3.50 F	3-13 -140	6½ x 10	20th of month previous
Farmer & Breeder (Thur).....	Sioux City	© 64,867	4.90	264.60	4.90 F	4-13 -189	8½ x 13½	Ten days previous
(Changed from wkly. to s.-mo. publication Apr. 1, 1915.)								
Live Stock Record (Eve ex Su).....	"	—	.25	35.00	.20 G	7-13 -276	15½ x 19½	
Corn (M)	Waterloo	© 102,850	5.60	250.00		4-13 -182	9 x 13	20th of month previous
Min. rate 1 p. 1 tl. \$250.00.								
Kimball's Dairy Farmer (S-M, 1st & 15th).....	"	—	7.00	300.00		4-13 -182	9 x 13	Ten days previous
Min. rate 1 p. 1 tl. \$300.00.								
KANSAS.								
Farmers' Union (Wed).....	Salina	—	.50	37.80	.40 I	4-13 -220	9 x 15½	One day previous
Farmers' Mail & Breeze (Sat).....	Topeka	© 97,657	7.00	333.00		4-13 -185	9 x 13½	Monday morning prev.
Min. rate 1 p. 1 tl. \$33.00.								
Kansas Farmer (Thur)	"	© 62,883	4.20	210.00	4.20 F	4-13 -192	9 x 13½	Monday previous
Missouri Valley Farmer (M).....	"	© 476,651	23.00	1,100.00		4-13 -185	9 x 13½	25th of month previous
Min. rate 1 p. 1 tl. \$1,100.00.								

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THE AGRICULTURAL PRESS—Continued.									
Kansas—Continued.									
Eagle (Fri)	©	47,760	1.40	215.60	1.40 F	7-13 -308	16½x22	One-day previous	
Southwest Farmer (Fri)		—	.56	26.88	.56 F	4-13 -168	9 x12	Wednesday previous	
Stockman (Eve ex Thur & Su)	©	8,000	.40	30.00	.20 I	6-13 -280	13½x20		
Stockman (Thur)	©	10,000	.40	30.00	.20 I	6-13 -280	13½x20		
KENTUCKY.									
Farm & Family (M)	©	17,910	.70	42.00	.70 F	4-13 -210	9 x15	25th of month previous	
Farmers' Home Journal (Sat)	©	15,275	1.68	86.80	.84 G	5-13 -217	11½x15½	Thursday previous	
Home & Farm (S-M, 1st & 15th)	©	103,274	6.30	387.00	6.30 F	4-15 -215	10½x15½	Five days previous	
Inland Farmer (S-M, 1st & 15th) Min. rate 1 p. 1 tl. \$350.00.	©	124,778	14.00	350.00		4-13 -189	9 x13½	Ten days previous	
Kentucky Farming (M) Min. rate 1 p. 1 tl. \$100.00.	©	30,000	2.10	100.00		4-13 -168	9 x12	20th of month previous	
Market Growers' Journal (S-M, 1st & 15th) Min. rate 1 p. 1 tl. \$37.50.		—	1.40	37.50		3-13 -140	6½x10	One week previous	
North & South (M) 1-16 p. 1 tl. \$10.00. 1 p. 1 tl. \$100.00.	©	10,000		100.00		3-17 -168	9 x12		
LOUISIANA.									
Rice Journal & Southern Farmer (M) Min. rate 1 inch mo. 1 yr. .98 inch.	©	4,000	1.12	50.00		4-13 -175	9 x12½	20th of month previous	
Gulf States Farmer (M)	*	31,347	2.10	81.90	2.10 F	4-13 -182	9 x13	25th of month previous	
Modern Farming (S-M)	©	19,950	1.40	67.20	1.40 F	4-13 -168	9½x12	Ten days previous	

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THE AGRICULTURAL PRESS—Continued.		Circulation.	1 time rate per inch.	Page rate 1 time.	Minimum rate per inch.	No. of cols., width and length.	Type size page in inches.	Closing date.
MAINE.								
Maine Farmer (Thur).....	Augusta	© 8,000	.63	82.87	.56 G	7-13 -287	15½x20½	Tuesday previous
Commercial (Thur)	Bangor	© 22,225	1.50	216.72	.98 G	8-13 -301	17½x21½	One day previous
Maine State Press (Wed)	Portland	© 1,521	.28	39.20	.28 F	7-13 -280	15½x20	
MARYLAND.								
Farmers' & Planters' Guide (M).....	Baltimore	—	1.12	53.76	1.12 F	4-13 -168	9 x13	27th of month previous
MASSACHUSETTS.								
American Cultivator (Sat).....	Boston	—	2.31	129.36	2.31 F	4-13 -196	9½x14	Wednesday previous
Farm & Home (S-M) (E & W Edn).....	Springfield	© 561,149	35.00	1,750.00		4-13 -193	9 x13½	Fifteen days previous
Min. rate 1 p. 1 tl. both edns. \$1,750.00.								
Orange Judd New England Homestead (Sat).....	"	© 58,156	5.60	275.00		4-13 -193	9 x13½	One week previous
Min. rate 1 p. 1 tl. \$275.00.								
National Grange Monthly (M).....	Westfield	—	2.10	91.00	1.68 A	4-13 -175	9 x12½	
MICHIGAN.								
Michigan Patron (M)	Adrian	—	1.40	102.90	.70 C	7-13 -294	15½x21	25th of month previous
National Farmer (Thur)	Bay City	—	2.10	127.80	2.10 F	4-13 -213	9½x15½	Tuesday previous
Gleaner & Business Farmer (S-M).....	Detroit	© 33,996	5.60	304.00	5.60 F	4-13 -190	9 x13½	Ten days previous
Michigan Dairyman (S-M).....	"	—	.70	33.60	.70 F	4-13 -168	9 x12	Four days previous
Michigan Farmer (Sat).....	"	© 30,676	5.60	307.20	5.60 F	4-13 -192	9 x13½	Monday previous
Fruit Belt (M).....	Grand Rapids	* 40,000	2.80	160.00	2.80 F	4-13 -200	9 x14½	20th of month previous
De Hollandsche Farmer (Holland) (M).....	"	© 25,000	1.40	78.40	1.40 F	4-13 -196	9 x14	1st of month of issue
Thresherman's Review & Power Farming (M).....	St. Joseph	* 35,000	4.55	234.00	2.31 L	4-13 -180	9½x12½	25th of month previous

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THE AGRICULTURAL PRESS—Continued.									
MINNESOTA.									
Farmers' Tribune (Tu & Fri).....	Minneapolis	© 16,227	2.80	323.40	2.10 A	7-13 -308	15½x22	Noon of day previous	
Farm, Stock & Home (S-M).....	"	© 108,213	7.00	350.00		4-13 -196	9 x14	Eight days previous	
Min. rate 1 p. 1 tl. \$30.00.									
Northwestern Agriculturist (Sat)	"	© 124,500	7.00	374.00	7.00 F	4-13 -187	9 x13½	Friday of prev. week	
Orange Judd Northwest Farmstead (Sat).....	"	© 108,616	6.30	310.00		4-13 -193	9 x13½	Monday of week prev.	
Min. rate 1 p. 1 tl. \$310.00.									
Skordemannen (Swed) (S-M)	"	—	1.82	77.35		4-13 -175	9 x12½	Six days previous	
Min. rate 150 inches in 1 yr. \$1.38½ inch.									
Northwest Dairyman (M).....	Northfield	© 9,000	1.05	35.00	1.05 F	4-13 -161	9½x11½	25th of month previous	
Dairy Record (Wed).....	St. Paul	* 4,000	1.00	20.00		3-13 -140	6½x10	Friday previous	
Min. rate ¼ p. wkly. 1 yr. \$7.50 insertion.									
Der Deutsche Farmer (Ger) (S-M).....	"	© 42,130	2.10	117.60	2.10 F	4-13 -196	9½x14	Five days previous	
Farmer (Sat).....	"	© 128,176	8.40	470.40	7.00 O	4-13 -196	9½x14	Saturday of week prev.	
Farmers' Dispatch (Tu & Fri).....	"	© 98,753	5.60	831.60	5.60 F	7-13 -297	15½x21½	Morning previous	
Farmers' Wife (M)	"	© 722,758	42.00	2,000.00		4-13 -196	9½x14	18th of month previous	
Min. rate 1 p. 1 tl. \$2,000.00.									
Rural Weekly (Thur)	"	© 278,717	7.00	1,050.00	7.00 F	7-13 -300	15½x21½	Tuesday previous	
Volkzeitung (Ger) (Thur)	"	© 16,188	.56	83.16	.56 F	7-13 -297	15½x21½	Two days previous	
National Farmer (Ger) (Fortnightly).....	Winona	© 51,343	2.10	117.60	2.10 F	4-13 -196	9½x14	Friday previous	
MISSOURI.									
Missouri Farmer (S-M).....	Columbia	—	3.50	189.00	3.50 F	4-13 -189	9 x13½	Five days previous	
American Breeder (S-M).....	Kansas City	© 45,000	2.80	125.00		4-13 -182	9½x13	Five days previous	
Min. rate 1 p. 1 tl. \$125.00.									

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THE AGRICULTURAL PRESS—Continued.

Missouri—Continued.

	Circulation.	1 time rate per inch.	Page rate 1 time.	Minimum rate per inch.	No. of cols., width and length.	Type size page in inches.	Closing date.
American Hereford Journal (S-M).....Kansas City	* 5,500	1.40	42.00	1.40 F	3-14 -140	7½x10	Five days previous
Drovers' Telegram (Eve ex Su)....."	© 34,400	.98	138.32	.84 L	7-13 -304	15½x21½	
Farmer & Stockman (Thur)....."	© 101,292	7.00	329.12	5.88 A	4-13 -187	9½x13½	Saturday noon prev.
Journal (Thur)	\$ 243,407	7.00	1,064.00	7.00 F	7-13 -304	15½x21½	One day previous
Missouri & Kansas Farmer (S-M)....." Min. rate 1 p. 1 tl. \$20.00.	\$ 98,471	4.20	200.00		4-13 -196	9½x14	Five days previous
Star (Wed)	© 328,901	8.40	1,023.44		7-13½-304	16½x21½	One day previous
Min. rate ½ p. 1 tl. \$6.72 inch.							
Fruit Grower & Farmer (S-M).....St. Joseph	* 125,833	8.40	420.00	8.40 F	4-13 -175	9 x12½	Ten days previous
Profitable Farming (S-M)....." Min. rate 1 p. 1 tl. \$40.00.	© 61,008	3.50	140.00		4-13 -175	9 x12½	Ten days previous
Stock Yards Journal (Eve ex Su)....."	—	.49	68.60	.35 I	7-13 -280	15½x20	
Colman's Rural World (Thur).....St. Louis	* 70,000	3.50	189.00	3.50 F	4-13 -189	9 x13½	Monday previous
Farm Progress (S-M)....."	© 140,489	9.10	494.00	9.10 F	4-13 -190	9 x13½	2d & 4th Mon. ea. mo.
Globe Democrat (Tu & Fri)....."	© 88,642	7.00	1,050.00	7.00 F	7-13 -300	15½x21½	Two days previous
Journal of Agriculture (Fri)....." (Changed to a s.-mo. Jan. 1, 1915.)	* 150,000	8.40	400.00		4-13 -189	9 x13½	Six days previous
Missouri Ruralist (S-M)....." Min. rate 1 p. 1 tl. \$20.00.	© 74,823	4.90	210.00		4-13 -189	9 x13½	Five days previous
National Farmer & Stock Grower (M)....." Min. rate 1 p. 1 tl. or 1 inch mo. 1 yr. \$5.88 inch.	* 130,000	7.00	294.00		4-13 -175	9 x12½	20th of month previous
Republic (Mon & Thur)....."	© 147,634	9.10	1,410.50	9.10 F	7-13 -310	15½x22½	

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THE AGRICULTURAL PRESS—Continued.											
MONTANA.											
Campbell's Scientific Farmer (M).....Billings Min. rate 1 p. mo. 1 yr. \$70.20 insertion.	◎ 30,123	2.80	78.00	Minimum rate per inch.	No. of cols., width and length.	Type size page in inches.	Closing date.				
Montana Farmer (Sat).....Great Falls	◎ 3,755	.84	120.54	.84 F	7-13 -287	7½x10	25th of month previous				
Rocky Mountain Husbandman (Thur)..... Min. rate 1 inch wkly. 9 mos. .42 inch.	◎ 6,300	.70	77.70		6-13 -258	15½x20½	Wednesday previous				
Northwestern Stockman & Farmer (S-M).....Helena	◎ 25,000	1.75	78.40	1.12 C	4-13 -196	13½x18½	Tuesday previous				
NEBRASKA.											
American Homestead (M).....Lincoln	—	2.80	125.00	2.80 F	4-13 -168	9 x14	Five days previous				
Deutsch Amerikanischer Farmer (Ger) (Wed).....	◎ 128,904	4.90	271.60	4.90 F	4-13 -194	9 x14	28th of month previous				
Freie Presse (Ger) (Wed).....	◎ 129,033	4.90	673.75	4.90 F	7-13 -275	9½x13½	Monday previous				
Independent Farmer (Thur).....	◎ 33,500	2.10	117.60	2.10 F	4-13 -196	15½x19½	Monday previous				
Nebraska Farmer (Wed).....	◎ 50,000	4.20	235.20	4.20 F	4-13 -196	9 x14	Friday previous				
Hospodar (Boh) (Fort, Wed).....Omaha	◎ 31,029	1.40	75.60	1.40 F	4-13 -189	9 x14	Wednesday previous				
Nebraska Farm Journal (S-M)..... Min. rate 1 p. 1 tl. \$20.00.	◎ 85,081	5.60	240.00		4-13 -185	9 x13½	Thursday previous				
Rural Weekly (Thur).....	◎ 61,232	2.10	294.00	2.10 F	7-13 -280	9 x13½	Five days previous				
Twentieth Century Farmer (Wed).....	◎ 104,032	7.00	356.00	7.00 F	4-13 -178	15½x20	Tues. morn. previous				
Drovers' Journal-Stockman (Eve ex Su).....South Omaha	◎ 18,163	.70	85.12	.42 L	7-13 -304	9 x12½	Seven days previous				
NEW HAMPSHIRE.											
Mirror & Farmer (Thur).....Manchester	* 10,000	1.40	160.72	.56 I	7-13½-290	15½x21½	Two days previous				
New Hampshire Farmer & Union (Wed).....	◎ 2,783	.25	37.66	.18 G	7-13 -301	15½x21½	Two days previous				

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THE AGRICULTURAL PRESS—Continued.		Circulation.	1 time rate per inch	Page rate 1 time.	Minimum rate per inch.	No. of cola., width and length.	Type size page in inches.	Closing date.
NORTH DAKOTA.								
National Grain Grower (M)	Fargo	—	2.80	145.60	2.80 F	4-13 -182	9 x13	Fifth of same month
North Dakota Farmer (M)	Lisbon	© 6,173	.56	16.80	.56 F	3-13 -140	6½x10	5th of month of issue
OHIO.								
Haus und Herd (Ger) (M)	Cincinnati	—	1.40	22.40	1.40 F	2-16 -112	5½x 8	Six weeks previous
Ohio Farmer (Sat)	Cleveland	© 127,199	8.40	460.80	8.40 F	4-13 -192	9 x13½	Saturday previous
Country Life in the Miami Valley (Thur)	Dayton	© 12,772	.28	17.36	.28 F	4-15 -217	10½x15½	Tuesday previous
Gleanings in Bee Culture (S-M) Min. rate 1 p. 1 tl. \$40.00.	Medina	\$ 21,004	2.80	40.00		2-14½-112	5 x 8	Five days previous
Farm & Fireside (Fort, Sat) Min. rate 14 2-7 inches 1 tl. \$31.50 inch.	Springfield	* 535,000	35.00	2,000.00		4-13½-200	9½x14½	Three weeks previous
Farm News (M)	"	© 337,957	22.40	672.00	22.40 F	3-13½-140	7 x10	20th of month previous
Blade (Thur)	Toledo	\$ 223,077	8.40	1,488.00	8.40 F	8-13 -310	17½x22½	Monday previous
OKLAHOMA.								
Interstate Farmer (S-M, 1st & 15th)	Muskogee	—	1.68	84.48	1.40 A	4-13 -192	9 x13½	Five days previous
Oklahoma Farmer (S-M) Min. rate 1 p. 1 tl. \$150.00.	Oklahoma City	© 52,903	3.50	150.00		4-13 -185	9 x13½	Ten days previous
Live Stock News (Eve ex Su)	"	—	.45	35.00	.25 D	7-13 -280	15½x20	
Oklahoma Farmer-Stockman (S-M)	"	© 95,990	4.20	225.00	4.20 F	4-13½-189	9 x13½	Ten days previous
Oklahoma Farm Journal (S-M)	"	© 53,131	3.50	192.00	3.50 F	4-13 -192	9 x13½	Seven days previous

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THE AGRICULTURAL PRESS—Continued.									
OREGON.									
Better Fruit (M).....									
Pacific Grange Bulletin (M).....									
North-West Pacific Farmer (Thur).....									
Oregon Farmer (S-M).....									
Pacific Northwest (M).....									
Min. rate 1 p. 1 tl. \$75.00.									
Rural Spirit (Wed).....									
Pacific Homestead (Thur).....									
PENNSYLVANIA.									
Pennsylvania Grange News (M).....									
Poultry, Fruit, Vegetables (M).....									
Country Gentleman (Sat).....									
Min. rate ¼ p. 1 tl. \$25.00.									
Farm Journal (M).....									
Rate October to May \$33.00 per inch flat. June to September \$53.00 per inch flat per issue.									
Pennsylvania Farmer (Sat).....									
Practical Farmer (S-M).....									
Min. rate 1 p. 1 tl. \$300.00.									
National Stockman & Farmer (Sat).....									
SOUTH DAKOTA.									
Dakota Farmer (S-M).....									
National Alfalfa Journal (M).....									
South Dakota Farmer (Fri).....									

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THE AGRICULTURAL PRESS—Continued.									
TENNESSEE.									
Southern Farm Journal (S-M).....	Chattanooga	* 58,055	3.50	189.00	3.50 F	4-13 -189	9 x13½	Five days previous	
Southern Fruit Grower (M).....	"	—	2.10	67.20	2.10 F	3-13 -150	6½x10½	25th of month previous	
Commercial Appeal (Tu).....	Memphis	\$ 97,466	3.50	519.75	3.50 F	7-13 -297	15½x21½	Saturday previous	
Southern Agriculture (S-M).....	Nashville	© 126,535	7.00	350.00	7.00 F	4-13½-176	9½x12½	Six days previous	
TEXAS.									
Farmers' Fireside & Bulletin (Wed).....	Arlington	© 30,316	1.40	72.80	1.40 F	4-13 -189	9½x13	Monday previous	
Farm & Ranch (Sat).....	Dallas	—	7.00	378.00	7.00 F	4-13 -189	9 x13½	Tuesday previous	
Farm News (Tu & Fri).....	"	—	8.40	1,218.00	8.40 F	7-13½-290	16½x20½	One day previous	
Rate covers insertion in Dallas and Galveston edns.									
Feld und Flur (Ger) (M).....	"	—	1.40	60.48	1.05 C	4-13½-168	9½x12	25th of month previous	
Live Stock Reporter (Eve ex Su).....	Ft. Worth	\$ 3,350	.56	72.24	.35 G	6-13 -301	13½x21½		
Murray's Swine Breeder (M).....	"	—	1.40	32.50	.70 L	3-14 -147	7½x10½		
Farm News (Tu & Fri).....	Galveston	—							
(See Farm News, Dallas, Tex., for rates.)									
Southland Farmer (S-M).....	La Porte	© 43,500	3.50	170.00		4-13 -189	9 x13½	Five days previous	
Min. rate 1 p. 1 tl. \$170.00.									
Southwestern Farmer & Investor (M).....	San Antonio	—	1.40	75.60	1.40 F	4-13 -189	9 x13½	25th of month previous	
Texas Stockman & Farmer (S-M).....	"	© 35,500	2.80	131.04	2.24 C	4-13 -182	9 x13	Three days previous	
UTAH.									
Utah Farmer (Sat).....	Lehi	—	1.12	49.28	1.12 F	4-13 -154	9 x11	Wednesday previous	

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THE AGRICULTURAL PRESS—Continued.	Circulation.	1 time rate per inch.	Page rate 1 time.	Minimum rate per inch.	No. of cols., width and length.	Type size page in inches.	Closing date.
VERMONT.							
Holstein-Friesian Register (S-M).....Brattleboro Min. rate 1 inch s.-mo. 1 yr. \$1.68 inch.	© 8,679	2.40	33.60		2-14 - 98	4½x 7	Nine days previous
VIRGINIA.							
Southern Planter (M).....Richmond	© 57,000	3.50	94.50	3.50 F	3-13 -126	6½x 9	23d of month previous
WASHINGTON.							
Freeman's Farmer (M).....North Yakima Min. rate 1 inch mo. 1 yr. \$2.98 inch.	—	3.50	196.00		4-13 -196	9 x14	20th of month previous
Washington Farmer (S-M).....Seattle	—	1.68	94.08	1.68 F	4-13 -196	9 x14	Five days previous
Northwest Farm & Orchard (M).....Spokane	—	2.10	93.38	1.96 A	4-13 -161	9 x11½	20th of month previous
Western Farmer (S-M)....."	© 33,333	2.10	113.40	2.10 F	4-13 -189	9 x13½	Five days previous
Northwest Horticulturist & Dairymen (M).....Tacoma Min. rate 1 p. mo. 1 yr. \$39.80 insertion.	© 12,800	1.75	72.00		4-13 -182	9 x13	10th of month of issue
WISCONSIN.							
Hoard's Dairymen (Fri).....Ft. Atkinson	© 66,500	5.60	291.20	5.60 F	4-13 -182	9½x13	Friday of prev. week
Equity News (S-M).....Madison	* 12,500	.84	25.20	.70 O	3-13 -140	6½x10	Three days previous
Wisconsin Farmer (Thur)....."	© 80,308	4.90	216.92	3.78 A	4-13 -187	9 x13½	Thur. noon previous
Acker und Gartenbau Zeitung (Ger) (Sat).....Milwaukee	© 44,768	2.80	156.80	2.80 F	4-15 -196	10½x14	Saturday previous
Der Landman (Ger) (Sat)....."	—	.56	43.40	.56 F	5-12 -217	10½x15½	Thursday previous
Haus und Bauernfreund (Ger) (Fri)....."	© 100,000	3.50	210.00	3.50 F	4-15 -210	10½x15	Monday previous
Wisconsin Agriculturist (Thur).....Racine	© 64,048	4.20	235.20	4.20 F	4-13 -196	9 x14	Monday previous
News & Dairy Market Reporter (Wed).....Sheboygan Falls	© 2,600	.15	17.78	.15 F	6-13 -276	13½x19½	One day previous
Farmers' Veterinary Advisor (M).....Watertown	—	1.68	33.60	1.12 A	3-14 -140	7½x10	8th of month of issue

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WYOMING.								
Wyoming Stockman-Farmer (M).....		© 29,107	2.10	109.20	2.10 F	4-13 -182	9 x13	Last day of mo. prev.
CANADA.								
ALBERTA.								
Farm & Ranch Review (S-M).....		© 18,000	1.68	86.40	1.68 F	4-13 -180	9 x13	Five days previous
Alberta Herald (Ger) (Thur).....		© 5,198	.28	28.80	.24 B	6-13½-280	14 x20	
BRITISH COLUMBIA.								
Fruit & Farm (M).....		© 5,400	1.40	40.00		3-15 -143	6½x10½	23d of month previous
Min. rate 1 p. mo. 1 yr. \$32.00 insertion.								
MANITOBA.								
Canadian Farmer (Fri).....		© 6,800	.42	64.68	.42 F	7-14 -308	16½x22	
Canadian Thresherman & Farmer (M).....		—	3.36	145.60	2.24 G	4-13 -182	9 x13	20th of month previous
Country Life in Canada (M).....		* 20,231	2.10	54.60	1.40 D	3-13 -140	6½x10	20th of month previous
Farmers' Advocate & Home Journal (Wed).....		—	3.50	115.20	1.96 D	4-13 -180	9 x12½	Friday previous
Farmers' Telegram (Wed).....		—	.84	117.60	.84 F	7-13 -280	15½x20	One day previous
Farmers' Tribune & Prairie Home Magazine (Wed).....		—	.56	84.00	.56 F	7-13 -300	15½x21½	One day previous
Free Press & Prairie Farmer (Wed).....		© 36,859	.98	172.48	.98 F	8-12½-308	17 x22	One day previous
Grain Growers' Guide (Wed).....		© 34,546	2.24	115.20	2.24 F	4-13 -180	9½x12½	Seven days previous
Nor'-West Farmer (S-M).....		© 30,125	2.24	115.20	1.96 G	4-13 -180	9½x12½	Five days previous

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Washington Farmer (S-M).....Seattle	3.40	33.00		2-14 - 98	4x 7	Nine days previous
Northwest Farm & Orchard (M).....Spokane	3.50	94.50	3 50 F	2-12 - 126	6x 9	23d of month previous
Western Farmer (S-M)....."	3.50	190.00		4-13 - 196	9 x 14	23th of month previous
Northwest Horticulturist & Dairyman (M).....Tacoma	1.68	94.08	1.68 F	4-13 - 196	9 x 14	Five days previous
Min. rate 1 p. mo. 1 yr. \$90.00 insertion.	2.10	93.38	1.90 A	4-13 - 161	9 x 11 1/2	20th of month previous
	2.10	112.40	2.10 F	4-13 - 189	9 x 11 1/2	Five days previous
	1.75	72.00		4-13 - 182	9 x 13	10th of month of issue
WISCONSIN.						
Hoard's Dairyman (Fri).....Ft. Atkinson	5.60	221.20	5.60 F	4-13 - 182	9 1/2 x 13	Friday of prev. week
Equity News (S-M).....Madison	.84	25.20	.70 O	3-13 - 140	6 1/2 x 10	Three days previous
Wisconsin Farmer (Thur)....."	4.90	216.92	2.75 A	4-13 - 187	9 x 13 1/2	Thur. noon previous
Acker und Gartenbau Zeitung (Ger) (Sat).....Milwaukee	2.30	156.80	2.30 F	4-15 - 196	10 1/2 x 14	Saturday previous
Der Landman (Ger) (Sat)....."	.56	42.40	.56 F	5-12 - 217	10 1/2 x 15 1/2	Thursday previous
Haus und Bauernfreund (Ger) (Fri)....."	3.50	210.00	3.50 F	4-15 - 310	10 1/2 x 15	Monday previous
Wisconsin Agriculurist (Thur).....Racine	4.30	235.20	4.30 F	4-13 - 198	9 x 14	Monday previous
News & Dairy Market Reporter (Wed).....Sheboygan Falls	.16	17.78	.16 F	6-13 - 278	13 1/2 x 19 1/2	One day previous
Farmers' Veterinary Advisor (M).....Watertown	1.68	22.60	1.12 A	3-14 - 140	7 1/2 x 10	5th of month of issue

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in sixth column, defining the number of columns, width and length, are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

1 time rate per inch.	Page rate 1 time.	Minimum rate per inch.	No. of cols., width and length.	Type size page in lines.	Closing date.
2.10	109.20	2.10 F	4-13 -132	9 x 13	Last day of mo. prev.
1.48	36.40	1.68 F	4-13 -180	9 x 13	Five days previous
.38	28.80	.34 B	6-13 1/2-280	14 x 20	
1.40	40.00		3-15 -143	6 1/2 x 10 1/2	1st of month previous
.43	64.68	.42 F	7-14 -308	14 1/2 x 22	
3.36	146.60	2.24 G	4-13 -132	9 x 13	20th of month previous
2.10	54.60	1.40 D	3-13 -140	6 1/2 x 10	20th of month previous
2.50	115.20	1.96 D	4-13 -180	9 x 13 1/2	Friday previous
.34	117.60	.34 F	7-13 -280	15 1/2 x 20	One day previous
.56	84.00	.56 F	7-13 -300	15 1/2 x 21 1/2	One day previous
.98	172.48	.98 F	3-13 1/2-308	17 x 22	One day previous
2.24	115.20	2.24 F	4-13 -180	9 1/2 x 13 1/2	Seven days previous
2.24	115.20	1.96 G	4-13 -180	9 1/2 x 12 1/2	Five days previous
Free Press & Prairie Farmer (Wed).....	© 20,200				
Grain Growers' Guide (Wed).....	© 24,546				
Nor'-West Farmer (S-M).....	© 20,125				

* Government statement—See page 6. * Gross circulation. © Net circulation. Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in sixth column, defining the number of columns, width and length, are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

n.	1 time rate per inch.	Page rate 1 time.	Minimum rate per inch.	No. of cols., width and length.	Type size page in inches.	Closing date.
36	.75	28.80	.50 G	4-12 -168	8½x12	Four days previous
	1.40	72.80	.42 G	4-12 -182	9½x12	Wed. morning previous
	2.50	180.00	1.08 H	4-12 -180	9½x12½	Mon. morning previous
	1.40	42.00	1.40 F	3-15 -140	7½x10	25th of month previous
	1.68	80.64	1.68 F	4-12 -168	9½x12	Monday previous
	2.52	120.96	2.10 A	4-12 -168	9 x12	Fourteen days previous
	1.68	130.20	1.54 G	5-12 -217	11½x16½	Friday previous
	3.00	70.00	1.96 G	2-16 -140	8 x10	13th of month previous
	.56	78.40	.56 F	7-12 -280	15½x20	Saturday previous
	1.40	102.96	.56 G	7-12 -287	15½x21½	One day previous
	.84	43.68	.84 F	4-12½-182	9 x12	
QUEBEC.						
	3.50	610.00	3.50 F	3-12½-306	17½x21½	Ten days previous
	.98	156.00	.84 D	8-12½-300	17 x21½	Monday previous
	3.50	168.00	3.50 F	4-12 -168	9 x12	20th of month previous
	.98	58.80	.98 F	4-12 -210	9 x12	Monday previous
SASKATOHEWAN.						
	100,707					
	44,484					
	100,000					
	18,000					

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time rate.	Page rate.	No. of cols., width and length.	Type size page in inches.	Closing date.
1. 20.00	1 p. 50.00	1-22 -130	32x 52	15th of September
2. 40.00	1 p. 100.00	2-13 - 92	42x 62	1st of December
3. 50.00	1 p. 50.00	1-22 - 80	32x 52	15th of August
4. 12.50	1 p. 40.00	2-16 -112	52x 8	1st of September
5. 5.00	1 p. 25.00	2-13 - 91	42x 62	1st of December
6. 20.00	1 p. 50.00	1-21 - 84	32x 6	15th of September
7. 20.00	1 p. 60.00	1-21 - 84	32x 6	15th of August
8. 20.00	1 p. 75.00	2-14 -105	5 x 72	1st of August
9. 5.00	1 p. 20.00			15th of August
10. 15.00	1 p. 125.00	2-19 -118	62x 32	1st of May
11. 7.50	1 p. 25.00	2-16 -112	52x 8	1st of September
12. 7.50	1 p. 25.00	2-16 -112	52x 8	1st of September
13. 37.50	1 p. 110.00	1-27 -105	42x 72	15th of October
14. 10.00	1 p. 25.00	2-16 -112	52x 8	1st of July

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1 time rate.	Page rate.	No. of cols. width and length.	Type size page in inches.	Closing date.
P. 10.00	1 P. 40.00	2-15 -128	5½ x 9½	1st of October
		1-31 - 77	3½ x 5½	1st of August
P. 8.00	1 P. 25.00	2-16 -112	5½ x 8	1st of October
P. 15.00	1 P. 60.00 ^F	2-20 -126	6½ x 9	15th of October
P. 10.00	1 P. 35.00	2-19 -119	6½ x 8½	1st of August
P. 10.00	1 P. 40.00 ^F			1st of October
P. 5.00	1 P. 30.00	2-18 -126	6½ x 9	30th of June
P. 15.00	1 P. 100.00	2-18 - 95	4½ x 6½	1st of August
P. 5.00	1 P. 30.00	2-15 - 91	5½ x 6½	30th of June
P. 15.00	1 P. 60.00	2-13 - 94	4 x 6½	5th of September
P. 8.00	1 P. 30.00	2-16 -112	5½ x 8	1st of August
P. 10.00	1 P. 75.00	2-16 -112	5½ x 8	15th of November
P. 10.00	1 P. 35.00	2-16 -119	5½ x 8½	20th of September
P. 10.00	1 P. 35.00	2-16 -119	5½ x 8½	20th of September
P. 20.00	1 P. 60.00	2-13 -101	4½ x 7½	1st of September

^F Government statement—See page 5. [†] Gross circulation. [©] Net circulation. [□] Can use matrices. [‡] Publisher's paid announcement. These marks, key to rates and meaning of figures in sixth column, defining the number of columns, width and length, are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

ALMANAC PRESS—Continued.											
New York—Continued.											
Plonier Kalender Socialist (Yrly).....	New York City		1½ p.	7.00	1 p.	50.00	1-21 - 84	3½x 6	15th of July		
Sbornik Sokol (Slovak Yrly).....	"		¾ p.	10.00	1 p.	25.00	2-14 -115	5 x 8½	25th of September		
World Almanac	"		¾ p.	22.50	1 p.	110.00	1-24 - 91	4½x 6½	20th of September		
NORTH CAROLINA.											
Blum's Farmers' & Planters' Almanac (Yrly). Winston-Salem		© 65,410	1 in.	7.00	1 p.	60.00	2-16 - 98	5½x 7	15th of August		
OHIO.											
Freie Press Volks Kalender (Ger Yrly).....	Cincinnati		¾ p.	15.00	1 p.	40.00	2-16 -112	5½x 8	1st of September		
Volksblatt Familien Kalender (Ger Yrly).....	"		¾ p.	15.00	1 p.	50.00	2-16 -112	5½x 8	1st of December		
{ Chr. Family Almanac (Eng Yrly).....	Cleveland	* 20,000	¾ p.	20.00	1 p.	40.00	2-13½-100	4½x 7½	1st of September		
{ Chr. Familien Kalender (Ger Yrly).....							2-13½-100	4½x 7½	1st of September		
Sauerampfer Almanac (Ger Yrly).....	"		¾ p.	9.00	1 p.	36.00F			1st of August		
Express-Westbote Familien Kalender (Ger Yrly)... Columbus			¾ p.	8.75	1 p.	35.00F	2-16 -115	5½x 8½	1st of October		
Waisenfreund Kalender (Ger Yrly).....	"	* 40,000	¾ p.	5.00	1 p.	30.00	2-20 -136	6½x 9½	1st of August		
Ameryka Echo Almanac (Polish)	Toledo		¾ p.	10.00	1 p.	30.00	3-12 -126				
OREGON.											
St. Joseph Kalender (Ger Yrly).....	Mt. Angel	© 22,000	¾ p.	4.50	1 p.	40.00	2-16½-112	6 x 8	1st of August		
PENNSYLVANIA.											
Welt-Bote Almanac	Allentown		¾ p.	7.00	1 p.	25.00	2-16 -105	5½x 7½	1st of September		
Lutheran Church Almanac (Ger Luth Yrly).....	Philadelphia	* 20,000	¾ p.	22.50	1 p.	60.00	2-14 - 94	4½x 6½	1st of August		
Lutherische Kalender (Ger Luth Yrly).....	"	* 12,000	¾ p.	9.00	1 p.	25.00	2-14 - 94	4½x 6½	1st of August		

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circulation.	1 time rate.	Page rate.	No. of cols., width and length.	Type size page in inches.	Closing date.
—	1 p. 5.00	1 p. 20.00	2-15 -112	5 x 8	1st of September
—	1 p. 10.00	1 p. 35.00	2-15 -119	5 x 8½	25th of September
—	1 p. 10.00	1 p. 25.00	2-15 -112	5½ x 8	15th of September
18,000	1 p. 7.50	1 p. 30.00 ^F	1-26 - 95	4½ x 6½	1st of September
—	1 p. 6.00	1 p. 30.00	2-16 -115	5½ x 8½	1st of August
9,700	1 p. 12.00	1 p. 40.00	2-12 - 87	4 x 6½	5th of September
40,000	1 p. 12.50	1 p. 40.00	2-13 - 98	4 x 7	5th of September
—	1 p. 10.00	1 p. 40.00		.	1st of September
—	1 p. 11.00	1 p. 35.00	2-13 - 98	4½ x 7	1st of August
—	1 p. 6.25	1 p. 25.00	2-19 -120	6½ x 8½	1st of August
—	1 p. 6.25	1 p. 25.00	2-16 -112	5½ x 8	1st of October
5,900	1 p. 10.00	1 p. 60.00	2-10 - 88	4 x 6½	1st of August

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1 time rate per inch.	Page rate 1 time.	Minimum rate per inch.	No. of cols., width and length.	Type size page in inches.	Closing date.
	50.00		2-22 -140	7½x10	Thursday previous
	40.00		2-22 -141	7½x10½	10th of month previous
12.60	453.60		4-13 -168	9 x12	20th of 3d mo. previous
	100.00		4-13 -168	9 x12	20th of 3d mo. previous
	25.00		2-19 -140	6½x10	20th of month previous
	40.00		2-24 -187	8½x13½	1st of month of issue
	35.00		2-15 -168	6½x12	1st of month previous
	50.00		2-24 -189	8½x13½	1st of month of issue
	1,800.60		4-13½-200 4-13½-200 4-13½-200	9½x14½ 9½x14½ 9½x14½	Fall Quar. June 15 Winter Quar. Aug. 15 Spring Quar. Nov. 15. Summer Quar. Feb. 15.

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	1 time rate per inch.	Page rate 1 time.	Minimum rate per inch.	No. of col- width and length.	Type size page in inches.	Closing date.
		5,000.00		4-13½-200 4-13½-200 4-13½-200	9½x14½ 9½x14½ 9½x14½	25th of 3d mo. previous
		50.00		2-21-140	7 x10	27th of month previous
		3,500.00		4-13½-200	9½x14½	25th of 3d mo. previous
		1,000.00		4-13½-200	9½x14½	25th of 3d mo. previous
		550.00		4-13½-200	9½x14½	15th of 3d mo. previous
		50.00		2-22-140	7½x10	25th of month previous
	11.20	500.00		4-13-165	8½x12	5th of 2d mo. previous
		125.00		2-23½-150	7½x10½	75 yrs previous
		65.00		2-16½-150	7½x10½	25th of month previous
		320.00		4-15-200	10 x14½	13th of 2d mo. previous
		480.00	3.40 F	4-13½-200	9½x14½	15th of 2d mo. previous
Le Bon Ton (M).....	23,500	7.70				
Min. rate 1 p. 1 tl. \$200.00	©					
Le Costume Royal (M).....		8.40				

© Government statement—See page 5. * Gross circulation. © Net circulation. □ Own use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in sixth column, defining the number of columns, width and length, are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

	1 time rate per inch.	Page rate 1 time.	Minimum rate per inch	No. of cols., width and length.	Type size page in inches.	Closing date.
Military Trade Review (M)..... % p. 1 tl. \$20.00. Min. rate 1 p. mo. 1 yr. \$20.00 insertion.						10th of month previous
Needlecraft (M).....						Spring Quar. Nov. 20
People's Home Journal (M).....						Summer Quar. Feb. 20
Circulation monthly edition, 95% net paid or rebate, guaranteed by People's Home Journal.....						Fall Quar. June 20
						Winter Quar. Aug. 20
Pictorial Review (M).....						5th of 2d mo. previous
Circulation net paid monthly edition or rebate guaranteed by Pictorial Review.....						15th of 2d mo. previous
Pictorial Review Monthly Fashion Book (M).... Min. rate 1/4 p. 1 tl. \$20.00.						Spring Quar. Dec. 1
Pictorial []..... (Issued Min. 1 1, November 1.)						Summer Quar. Mar. 1
						Fall Quar. June 10
						Winter Quar. Sept. 10

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FASHION PRESS—Continued.			Circulation.		1 time rate per inch.	Page rate 1 time.	Minimum rate per inch.	No. of cols., width and length.	Type size page in inches.	Closing date.
New York—Continued.										
Vanity Fair (M)	New York City	©	15,000	6.30	160.00		4-12 -158	8½x11½	5th of month previous
Vogue (S-M)	"	©	80,000	12.60	500.00		4-12 -158	8½x11½	35 days previous
Min. rate 1 p. mo. 1 yr. \$470.00 insertion.										
Woman's Magazine (M)	"				700.00		4-13½-200	9½x14½	25th of 3d mo. previous
(See Butterick Trbo.)										
OHIO.										
Woman's Home Companion (M)	Springfield	©	786,647	63.00	3,240.00		4-13½-200	9½x14½	25th of 3d mo. previous
PENNSYLVANIA.										
Fashions (M)	Philadelphia		—	17.50	800.00		4-13½-200	9½x14½	5th of month previous
Min. rate ¼ p. 1 tl. \$200.00.										
Ladies' Home Journal (M)	"	©	1,582,208	112.00	6,000.00		4-13½-200	9½x14½	23d of 3d mo. previous

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MOTORING AND ALLIED PRESS.

CALIFORNIA.

Motor West (S-M)..... Los Angeles
1/2 p. 1 tl. \$12.00. Min. rate 1 p. s. mo. 1 yr. \$48.00 insertion.
Pacific Motorcyclist (Fort) (Thur)..... "
Min. rate 26 pages 1 yr. \$32.00 page.
Touring Topics (M)..... "
1/2 p. 1 tl. \$7.00. Min. rate 1 p. mo. 1 yr. \$27.50 insertion.
Motor News (M)..... San Diego
1-24 p. 1 tl. \$3.00. Min. rate 1 p. mo. 1 yr. \$27.00 insertion.
Motoring Magazine & Motor Life (M)..... San Francisco
Min. rate 1 p. mo. 1 yr. \$67.50 insertion.
Pacific Motor & American Motor News (M)..... "
1/2 p. 1 tl. \$10.00. Min. rate 1/2 p. mo. 1 yr. \$21.25 insertion.
Western Motor Record (M)..... "

DISTRICT OF COLUMBIA.

American Motorist (M)..... Washington
Min. rate 1 p. mo. 1 yr. \$150.00 insertion.

ILLINOIS.

Automobile Club Journal (M)..... Chicago
Min. rate 1 p. mo. 1 yr. \$32.00 insertion.
Carette (M)..... "
1-24 p. 1 tl. \$3.50. Min. rate 1 p. mo. 1 yr. \$40.00 insertion.
Motor Age (Thur)..... "
Min. rate 1 p. wkly. 1 yr. \$80.00 insertion.

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1 time rate per inch.	Page rate 1 time.	Minimum rate per inch.	No. of cols., width and length.	Type size page in inches.	Closing date.
	65.00		2-14 -140	7½x10	Wednesday previous
	71.00		2-22 -140	7½x10	20th of month previous
1.00	16.00		2-13½-119	4½x 8½	Five days previous
	28.00		2-21 -140	7½x10	
			2-21 -140	7½x10	25th of month previous
3.75	72.45		2-17 -161	9 x11½	20th of month previous
7.00	70.00		2-21 -140	7½x10	5th of month of issue
	27.00		2-13½-124	6½x 8½	20th of month previous

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1 time rate per inch.	Page rate 1 time.	Minimum rate per inch.	No. of cols., width and length.	Type size page in inches.	Closing date.
7.00	65.00		2-16 -115	6½ x 8½	10th of month previous
	16.00		2-16 -112	6 x 8	15th of month previous
	80.00		2-20 -126	7 x 9	10th of month previous
14.00	100.00		2-15 -112	6 x 8	5th of month previous
	120.00		2-15 -112	6½ x 8	20th of month previous
	90.00		3-14 -140	7½ x 10	20th of month previous
	200.00		4-13½-168	9½ x 12	15th of month previous
7.50	60.00		2-21 -140	7½ x 10	5th of month of issue
	75.00		2-19 -119	6½ x 8½	Ten days previous
	60.00		2-21 -140	7½ x 10	25th of month previous

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	1 time rate per inch.	Page rate 1 time.	Minimum rate per inch.	No. of cols., width and length.	Type size page in inches.	Closing date.
Western Motor Car (M) Seattle						
Min. rate 1 p. mo. 1 yr. \$40.00 insertion.						
Open Exhaust (M) La Crosse	3.35	45.50		3-16 -148	8 1/2 x 13	25th of month previous
Min. rate 1 p. mo. 1 yr. \$24.00 insertion.						
Gas Review (M) Madison	5.40	67.50		2-17 -136	5 1/2 x 9	16th of month previous
Min. rate 1 p. mo. 1 yr. \$28.00 insertion.						
Wisconsin Motorist (M) Milwaukee		40.00		2-16 -112	5 1/2 x 8	1st of month of issue
1/8 p. 1 cl. \$5.00. Min. rate 1 p. mo. 1 yr. \$25.00 insertion.						

WISCONSIN.

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MOTORING AND ALLIED PRESS—Continued.		Circulation.	1 time rate per inch	Page rate 1 time.	Minimum rate per inch.	No. of cols., width and length.	Type size page in inches.	Closing date.
CANADA.								
Western Canadian Motorist (M)..... Vancouver, B. C. 1-6 p. 1 tl. \$10.00. Min. rate 1 p. mo. 1 yr. \$30.00 insertion.		—		40.00		3-13½-136	7½x 9½	15th of month previous
Motor & Sport (M)..... Winnipeg, Man.		© 12,260	1.96	58.80	1.82 D	3-13 -140	6½x10:	1st of month of issue
Canadian Automobile (M)..... Toronto, Ont. 1-16 p. 1 tl. \$6.00. Min. rate 1 p. mo. 1 yr. \$30.00 insertion.		—		40.00		2-21 -140	7½x10	
Canadian Motor Boat (M)..... Min. rate 1 p. mo. 1 yr. \$30.00 insertion.		—	4.00	40.00		2-21 -140	7½x10	12th of month previous
Canadian Motor Cycle (M)..... 1-16 p. 1 tl. \$4.00. Min. rate 1 p. mo. 1 yr. \$25.00 insertion.		—		35.00		2-19½-140	6½x10	1st of month of issue
Canadian Motorist (M)..... Min. rate 1 p. mo. 1 yr. \$25.00 insertion.		—	3.50	30.00		3-13 -133	6½x 9½	20th of month previous
Motoring & Motor Trade of Canada (M)..... Min. rate 1 p. mo. 1 yr. \$25.00 insertion.		* 6,060	2.00	30.00		2-21 -140	7½x10	10th of month previous
Motor Magazine (M)..... ½ p. 1 tl. \$10.00. Min. rate 1 p. mo. 1 yr. \$30.00 insertion.		—		45.00		2-20 -140	6½x10	25th of month previous

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1 time rate per inch.	Page rate 1 time.	Minimum rate per inch.	No. of cols., width and length.	Type size page in inches.	Closing date.
2.00	54.00	1.00 G	3-13 -140	8½x10	18th of month previous
1.25	62.50		4-13 -175	9 x12½	Three days previous
1.50	25.00		3-13 -140	8½x10	20th of month previous
2.00	50.40	.60 O	3-13 -140	8½x10	10th of month previous
2.00	25.00		3-13 -140	8½x10	1st of same month
.35	12.12	.25 F	3-13 -132	8½x 9½	10th of month previous
2.10	63.00	2.10 F	3-13 -140	8½x10	Ten days previous
1.00	26.30	.50 G	3-15 -140	7½x10	20th of month previous

COLORADO.

Intermountain Poultry Advocate (M).....Colorado Springs ©
 Western Poultry World (M).....Louisville *
 Min. rate 1 p. mo. 1 yr. \$31.50 insertion.

FLORIDA.

Truck & Chick (M).....Tallahassee ©

GEORGIA.

Southern Fancier-Farmer (M).....Atlanta —

IDAHO.

Western Poultry (M).....Lawiston ©

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THIS	1 time rate per inch.	Page rate 1 time.	Minimum rate per inch.	No. of cols., width and length.	Type size page in inches.	Closing date.
American Poultry Min. rate 720 h	3.60	168.00		2-12 -140	62x10	15th of month previous
Big Four Success Min. rate 6 per	3.85	115.50		2-12 -140	62x10	18th of month previous
Poultry Tribune (M)Mt. Morris	45,000	94.50	3.15 P	2-12 -140	62x10	28th of month previous
Poultry Keeper (M)Quincy Min. rate 1 inch mo. 1 yr. \$2.10 inch.	31,122	71.40		2-12 1/2 -140	7 x10	25th of month previous
Reliable Poultry Journal (M) "	53,667	117.00	2.66 L	2-12 -140	62x10	5th of month previous
INDIANA.						
Poultry Post (M)Goshen Min. rate 120 inches 1 yr. \$1.25 inch.	40,000	33.20		2-12 -140	62x10	16th of month previous
Inland Poultry Journal (M)Indianapolis Min. rate 1 p. mo. 1 yr. \$61.50 insertion.	—	97.50		2-12 -140	62x10	30th of month previous
IOWA.						
Western Poultry Journal (M)Cedar Rapids Min. rate 1 inch mo. 1 yr. \$1.35 insertion.	—	126.00		2-12 -140	62x10	25th of month previous
Rhode Island Red Journal (M)Waverly	10,000			2-12 -140		
KANSAS.						
Poultry Culture (M)Topeka	22,304	34.00	2.24 O	2-12 -140	62x10	25th of month previous
KENTUCKY.						
Industrious Men (M)Louisville	—	60.00	2.00 P	2-12 -140	62x10	20th of month previous

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	1 time rate per inch.	Page rate 1 time.	Minimum rate per inch.	No. of col., width and length.	Type size page in inches.	Closing date.
Michigan Poultry Breeder (M)Battle Creek Min. rate 1 inch sq. 1 yr. \$1.00 inch.	1.40	67.20		4-13 -168	9 x12	Tuesday previous
Poultry Pointers (M)Grand Rapids	2.10	42.00	1.20 A	3-13 -140	6½x10	30 days previous
Poultry & The Suburban Farmer (M)Kalamazoo Min. rate ¼ p. no. 1 yr. \$2.25 insertion.	2.00	60.00	1.70 G	3-13 -140	6½x10	20th of month previous
Good Poultry (Quar)Saugatuck	1.50	45.00		3-13 -140	6½x10	25th of month previous
National Barred Rock Journal (M)Union City	2.10	112.40	2.10 F	4-13 -189	9 x12½	20th of month previous
	2.80	104.16		4-13 -168	9 x12	20th of month previous
Poultry Herald (M)St. Paul Min. rate 200 inches 1 yr. \$1.40 inch.	2.80	40.00	2.80 F	3-13 -100	4½ x 7½	Ten days previous
	1.00	27.00	1.00 F	3-13 -126	6½x 9	20th of month previous
MINNESOTA	3.50	105.00		3-13 -140	6½x10	18th of month previous
MISSOURI						
Useful Poultry Journal (M)Mountain Grove	1.54	46.20	1.26 O	3-13 -140	6½x10	20th of month previous
NEBRASKA						
American Poultryman (M)Lincoln Min. rate 3 pages 1 yr. \$4.20 page.	3.60	36.40		3-13 -140	6½x10	20th of month previous
Poultry Topics (M)"	2.80	34.00	2.10 A	3-13½-140	7 x10	20th of month previous

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THE POULTRY PRESS—Continued.		Circulation.	1 time rate per inch.	Page rate 1 time.	Minimum rate per inch.	No. of cols., width and length.	Type size page in inches.	Closing date.
NEW YORK.								
American Poultry World (M).....	Buffalo	* 45,059	4.20	100.80	2.24 L	3-13 -140	6½x10	18th of month previous
Poultry Review (M).....	Elmira	—	4.20	67.20	3.50 A	2-15 -112	5½x 8	15th of month previous
Ancona World (M).....	Franklinville	—	1.00	16.00	1.00 F	2-13 -112	4½x 8	10th of month of issue
American Poultry Advocate (M).....	Syracuse	© 46,153	3.50	105.00	2.80 G	3-13½-140	7 x10	25th of month previous
NORTH CAROLINA.								
Southern Poultry Review (M).....	Charlotte	—	1.00	22.50	.60 A	3-13 -140	6½x10	25th of month previous
OHIO.								
Poultry Record (M).....	Carey	© 17,350	1.68	50.40	1.68 F	3-13 -140	6½x10	20th of month previous
Poultry Success (M)	Springfield	© 50,500	3.50	105.00	2.35 C	3-13 -140	6½x10	20th of month previous
OKLAHOMA.								
"O. K." Poultry Journal (M).....	Mounds	© 9,800	1.40	33.60		3-13 -140	6½x10	10th of month of issue
Min. rate 1 p. mo. 1 yr. \$25.20 insertion.								
Practical Poultry Pointers (Fort).....	Weatherford	* 8,500	2.00	32.00		3-13 -126	6½x 9	8th of month of issue
Min. rate ½ p. (fortnightly) 1 yr. \$10.42 insertion.								
OREGON.								
Northwest Poultry Journal (M).....	Salem	© 12,891	2.10	50.00		3-13 -133	6½x 9½	18th of month previous
Min. rate 1 p. mo. 1 yr. \$37.50 insertion.								
PENNSYLVANIA.								
Poultry Fancier (M)	Hanover	* 17,500	4.20	112.50	2.50 C	3-13 -140	6½x10	20th of month previous
Poultry, Fruit, Vegetables (M).....	Millmont	© 28,458	2.10	105.00	2.10 F	4-13 -175	9 x12½	20th of month previous

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THE POULTRY PRESS—Continued.		Circulation.	1 time rate per inch.	Page rate 1 time.	Minimum rate per inch.	No. of cols., width and length.	Type size page in inches.	Closing date.
Pennsylvania—Continued.								
Poultry & Farm Review (M).....	Pittsburgh	—	2.00	60.00		3-13 -140	6x10	20th of month previous
Min. rate 1 inch 1 yr. \$1.80 inch.								
Poultry Item (M)	Sellersville	◎ 35,000	4.20	105.00	2.24 G	3-13 -140	6x10	25th of month previous
SOUTH DAKOTA.								
Progressive Poultry Journal (M).....	Mitchell	—	2.25	48.00		3-13½-133	7 x 9½	26th of month previous
Min. rate ½ col. mo. 1 yr. \$3.67 insertion.								
TEXAS.								
Poultry Life of America (M).....	Belton	—	1.25	37.50	1.25 F	3-13 -140	6x10	25th of month previous
Southern Poultry Journal (M).....	Dallas	—	1.68	50.40	.98 E	3-13 -140	6x10	25th of month previous
Southern Poultryman (M).....	"	◎ 5,100	2.24	50.40	.84 D	3-13 -140	6x10	1st of month of issue
WASHINGTON.								
Pacific Poultryman (M).....	Seattle	◎ 12,531	2.10	63.00	.98 D	3-13 -140	6x10	25th of month previous
WISCONSIN.								
Der Gefuegel-Zuechter (Ger) (M).....	Hamburg	—	1.00	25.50		3-13 -147	6x10½	20th of month previous
Min. rate 1 inch mo. 1 yr. .62½ inch.								
Profitable Poultry (M).....	Milton	—	.84	20.00	.70 A	3-13 -133	6x 9½	24th of month previous
CANADA.								
Canadian Poultry News (S-M).....	Grimsby	—	.50	15.00	.50 F	3-13 -140	6x10	Five days previous
Canadian Poultry Review (M).....	Toronto, Ont.	◎ 15,000	1.40	67.20	1.40 F	4-13 -168	9 x12	1st of month of issue
Poultry Advocate (M).....	"	◎ 5,000	.56	26.88	.56 F	4-13 -168	9 x12	1st of month of issue

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1 time rate per inch.	Page rate 1 time.	Minimum rate per inch.	No. of cols., width and length.	Type size page in inches.	Closing date.
	600.00		3-16 -113	5½ x 8½	5th of month previous
3.50	50.00	3.50 F	3-15 -113	5½ x 8	15th of month previous
2.10	100.00		4-13 -173	9½ x 12½	Two weeks previous
14.00	200.00		2-16 -113	5½ x 8	15th of 2d mo. previous
35.00	3,450.00	35.00 F	3-13½-271 4-13½-191	14 x 19½ 9 x 13½	Monday noon previous Tues. noon 2d wk. prev.
6.00	80.00		2-14 -113	5½ x 8	Ten days previous
7.00	100.00		2-16 -113	5½ x 8	27th of 2d mo. previous
2.30	44.30 75.00	2.30 F	3-15 -113 2-15 -113	5½ x 8 5½ x 8	1st of month of issue 25th of month previous
14.00	571.00		4-13½-168	9 x 12	10th of month previous
Opportunity (M) Min. rate 1 D. 1 tl. \$571.00.					

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7.00	100.00		2-16 -112	5½x 8	20th of 2d mo. previous
30.00	400.00		2-16 -112	5½x 8	5th of month previous
21.00	300.00		2-16 -112	5½x 8	5th of month previous
	45.00		2-15 -114	5½x 8½	20th of month previous
7.00	60.00		2-16 -112	5½x 8	25th of month previous
3.50	56.00	3.50 F	2-16 -112	5½x 8	15th of month previous
10.00	160.00	10.00 F	2-16 -112	5½x 8	6th of month previous
4.20	67.20	4.20 F	2-16 -112	5½x 8	25th of 2d mo. previous
7.00	100.00		2-16 -112	5½x 8	5th of month previous
14.00	200.00		2-16 -112	5½x 8	20th of 2d mo. previous
6.30	100.00		2-16 -112	5½x 8	10th of month previous
4.00	75.00		2-16 -112	5½x 8	10th of month previous
36.40	1,978.00	34.58 A	4-12 -200	9½x14½	20 days previous

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STANDARD MAGAZINES—Continued.		Circulation.	1 time rate per inch.	Page rate 1 time.	Minimum rate per inch.	No. of cols., width and length.	Type size page in inches.	Closing date.
Massachusetts—Continued.								
Nautilus (M)	Holyoke	* 42,500	7.50	90.00		2-16 -112	5½x 8	3d of month previous
Min. rate 1 p. 1 tl. \$90.00.								
Black Cat (M)	Salem	© 40,000	4.20	60.00		2-16 -112	5½x 8	20th of 2d mo. previous
Min. rate ¼ p. 1 tl. \$15.00.								
Little Folks (M)	"	* 100,000	7.00	110.00		2-15 -112	5½x 8	1st of month previous
Min. rate ¼ p. mo. 6 mos. \$24.75 insertion.								
Candlestick Magazine (M)	Springfield	—	7.00	372.00	7.00 F	4-13½-186	9½x13½	1st of month previous
MICHIGAN.								
American Boy (M)	Detroit	—	14.00	700.00		4-13½-200	9½x14½	1st of month previous
Min. rate ¼ p. 1 tl. \$175.00.								
Circulation net monthly edition or rebate guaranteed by American Boy		200,000						
Gateway (M)	"	© 27,550	4.00	60.00	3.00 B	2-13 -112	5 x 8	20th of month previous
Pere Marquette Monthly Magazine (M)	"	—		30.00		2-13½-110	4½x 7½	20th of month previous
¼ p. mo. 6 tl. \$3.33 insertion. Min. rate 1 p. mo. 1 yr. \$25.00 insertion.								
MINNESOTA.								
Kelth's Magazine on Home Building (M)	Minneapolis	© 12,100	9.80	90.00		2-16 -112	5½x 8	5th of month previous
Min. rate ¼ p. mo. 1 yr. \$20.25 insertion.								
MISSOURI.								
M. K. & T. Employees' Magazine (M)	St. Louis	—		45.00		2-13 -108	4½x 7½	15th of month previous
¼ p. 1 tl. \$10.00. Min. rate 1 p. mo. 1 yr. \$35.00 insertion.								
Word & Works (M)	"	© 28,526	4.20	136.00		3-15 -153	7½x11	10th of month previous
Min. rate 1 p. 1 tl. \$134.00.								

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1.50	15.00		4-13 -103	9 x 12	20th of month previous
	250.00		2-16 -112	5½ x 8	15th of 2d mo. previous
	2,592.00		4-13½ -180	9½ x 12½	Four weeks in advance
	720.00	14.00 F	4-13½ -180	9½ x 13	8th of month previous
	100.00		2-20 -147	7 x 10½	10th of month previous
	100.00		1-13 - 59	3 x 4½	25th of 2d mo. previous
10.50	300.00		3-16 -108	8½ x 12	9th of month previous
4.50	100.00		2-16 -112	5½ x 8	23d of 2d mo. previous
14.00	300.00		2-16 -112	5½ x 8	7th of month previous
			2-16 -112	5½ x 8	5th of 2d mo. previous
17.50	250.00		2-16 -112	5½ x 8	26th of 2d mo. previous
2.30	84.00		2-16 -140	8½ x 10	5th of month previous
3.75	125.00		2-16 -112	5½ x 8	Three weeks previous
Motion Picture Magazine (M)Brooklyn Min. rate ¼ p. mo. 5 consecutive insertions \$28.13 insertion.					
Illustrated Sunday Magazine (Su)Buffalo Min. rate 1 p. 1 tl. \$2,592.00.					
National Monthly & Literary Magazine Section (M) ... "					
Fra (M)East Aurora ¼ p. 1 tl. \$30.00. Min. rate ¼ p. 1 tl. \$60.00.					
Philistine (M) ¼ p. 1 tl. \$25.00 flat.					
Country Life in America (M)Garden City Min. rate ¼ p. mo. 1 yr. \$67.50 insertion.					
Short Stories (M) Min. rate ¼ p. mo. 1 yr. \$11.25 insertion.					
World's Work (M) Min. rate ¼ p. mo. 1 yr. \$30.00 insertion.					
Adventure (M)New York City Ads on covers only. Second or third cover page \$12.00. Fourth cover page 3 color process work \$30.00.					
Alma's Magazine (M) Min. rate ¼ p. 1 tl. \$11.25.					
All Outdoors (M) Min. rate ¼ p. 1 tl. \$2.00.					
All-Story Cavalier Weekly (Sat) Min. rate ¼ p. 1 tl. \$11.25.					

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	1 time rate per inch.	Page rate 1 time.	Minimum rate per inch.	No. of cols., width and length.	Type size page in inches.	Closing date.
	5.00	75.00		2-16 -112	5½x 8	15th of month previous
	21.00	250.00		2-16 -112	5½x 8	5th of month previous
	84.00	4,200.00		4-13½-176	9½x12½	20th of 2d mo. previous
	17.50	250.00		2-16 -112	5½x 8	15th of 2d mo. previous
	56.00	2,500.00		4-13½-180	9½x12½	Four weeks previous
	7.34	125.00		2-16 -112	5½x 8	23d of 3d month prev.
	7.00	168.00	7.00 F	4-13½-184	9½x13½	1st of month previous
	5.60	76.00		2-16 -112	5½x 8	10th of month previous
	7.00	168.00	5.60 D	2-13½-140	7½x10	5th of month previous
	21.00	250.00		2-16 -112	5½x 8	1st of month previous
	21.00	900.00		4-13 -170	11 x12½	Two weeks previous
	8.40	408.00	8.40 F	4-13½-170	9½x12½	15th of month previous
Circulation gross average weekly edition or rebate guaranteed by Christian Herald			300,000			
Circle & Success Magazine (M)						New York City

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STANDARD MAGAZINES—Continued. New York—Continued.		Circulation.	1 time rate per inch.	Page rate 1 time.	Minimum rate per inch.	No. of col- width and length.	Type size page in inches.	Closing date.
Collier's Weekly (Sat).....New York City Min. rate 1 p. 1 tl. \$2,200.00. Circulation net paid weekly edition or rebate guaranteed by Collier's Weekly		© 759,757 700,000	49.00	2,200.00		4-13½-189	9½x13½	Three weeks previous
Cosmopolitan Magazine (M)New York City Circulation minimum net paid monthly edition or rebate guaranteed by Cosmopolitan Magazine		©1,000,000 1,000,000	62.50	1,000.00	62.50 F	2-16 -112	5½x 8	15th of 2d month prev.
Countryside Magazine & Suburban Life (M)....New York City		—	8.40		7.56 A	3-16½-170	8½x12½	1st of month previous
Craftsman (M)		—	6.30	100.00	6.30 F	2-16 -112	5½x 8	6th of month previous
Current Opinion (M)		—	7.70	231.00	7.70 F	3-13½-140	7 x10	10th of month previous
Everybody's Magazine (M)..... Circulation net average monthly edition or rebate guaranteed by Everybody's Magazine		600,000	37.50	600.00	37.50 F	2-16 -112	5½x 8	5th of month previous
Field and Stream (M)New York City Min. rate 1 p. 3 tl. \$80.00 insertion.		© 50,000	6.25	100.00		2-16 -112	5½x 8	5th of month previous
Forest & Stream (M)..... Min. rate 3 p. 1 yr. 10 per cent discount or 1 inch mo. 1 yr. \$2.32 inch.		—	2.80	88.20		3-16 -147	8½x10½	20th of month previous
Forum (M)New York City Min. rate 1 p. 8 tl. \$42.00 insertion.		—	3.50	56.00		2-16 -112	5½x 8	10th of month of issue
General Federation Magazine (M)		—	8.00	100.00		3-13½-140	7½x10	24th of month previous
Golf Illustrated & Outdoor America (M)..... Min. rate ¼ p. mo. 1 yr. \$30.00 insertion.		—	3.50	100.00		3-13½-140	7 x10	1st of month of issue
Golf (M) Min. rate 1 inch mo. 1 yr. \$3.00 inch.		—	3.75	60.00		2-15 -112	5½x 8	25th of month previous
Harper's Magazine (M) Min. rate ¼ p. mo. 1 yr. \$53.44 insertion.		—	18.20	225.00		2-16 -112	5½x 8	3d of month previous
Harper's Weekly (Sat)		—	5.60	204.00	5.60 F	3-13½-170	7½x13½	21 days previous

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21.00	\$60.00	21.00 F	4-13½-170	9½x13½	5th of month previous
4.20	\$0.00		3-15 -112	5 x 8	20th of month previous
14.00	\$82.00		4-13½-194	9½x14	17th of month previous
7.00	\$10.00		3-13½-140	7 x 10	Ten days previous
10.50	\$15.00	10.50 F	2-16 -140	8 x 10	Three weeks previous
3.30	126.00		4-13½-175	9½x12½	One month previous
34.50	1,260.00		4-13½-200	9½x14½	Three weeks previous
21.00	\$30.00	21.00 F	2-16 -140	8 x 10	Twenty days previous
5.60	75.00		2-16 -112	5½x 8	2nd of month previous
34.50	720.00		3-14 -147	7½x10½	Ten days previous
32.33	1,000.00		4-13½-170	9½x12½	15th of 3d month prev.
2.30	72.00		3-13½-123	7 x 9½	1st of month previous

Circulation not paid average monthly edition or rebate guaranteed by Hearst's Magazine

250,000

Hints (M ex July & Aug).....New York City
Min. rate ½ p. 1 ti. \$21.00 insertion.

* 104,759

Illustrated Companion (M)
Min. rate 1 p. 1 ti. \$22.50.

Independent (Mon)
Min. rate 1 p. or 100 inches 1 yr. \$1.00 inch.

* 70,000

Judge (Sat)
Min. rate ½ p. 1 ti. \$21.00.

© 110,479

Judge's Quarterly
Min. rate ½ p. 1 ti. \$21.00.

© 500,077

Lealle's Illustrated Weekly (Thur)
Min. rate ½ p. 1 ti. \$21.00.

© 350,000

Circulation 95% not paid weekly edition or rebate guaranteed by Leslie's Weekly

Life (Thur)New York City

—

Lippincott's Magazine (M)
Min. rate ½ p. 1 ti. \$21.00.

—

Literary Digest (Sat)
Min. rate 1 p. 1 ti. \$23.00.

—

Circulation not weekly edition or rebate guaranteed by Literary Digest

316,000

McClure's Magazine (M)New York City
Min. rate 1 p. 1 ti. \$1.00.00.

© 510,309

Circulation not paid average monthly edition or rebate guaranteed by McClure's Magazine

500,000

Magazine of Fun (M)New York City
Min. rate ½ p. 1 ti. \$1.00.

—

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ On use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in sixth column, defining the number of columns, width and length, are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

1 time rate per inch.	Page rate 1 time.	Minimum rate per inch.	No. of cols., width and length.	Type size page in inches.	Closing date.
28.00	1,200.00		4-13 1/2-170	9 1/2 x 12 1/2	1st of month previous
28.00	400.00		2-16 -112	6 1/2 x 8	26th of 2d month prev.
21.00	4,000.00		4-13 1/2-170	9 1/2 x 12 1/2	One month previous
7.00	100.00		2-16 -112	6 1/2 x 8	3d of 2d month prev.
4.20	50.00		2-16 -112	6 1/2 x 8	10th of month previous
10.50	150.00		2-16 -112	6 1/2 x 8	5th of month previous
14.00	200.00		2-16 -112	6 1/2 x 8	Ten days previous
7.50	120.00	7.50 F	2-16 -112	6 1/2 x 8	24th of 3d month prev.
10.50	150.00		2-16 -112	6 1/2 x 8	1st of 3d month prev.
14.00	160.00		2-16 -112	6 1/2 x 8	3d of month previous
21.00	300.00		2-16 -112	6 1/2 x 8	13th & 19th of mo. prev
4.90	210.00		4-13 1/2-193	9 1/2 x 13	Ten days previous
5.00	250.00		4-13 -163	9 x 13	Two weeks previous

Circulation net paid monthly edition or rebate guaranteed by Pearson's Magazine

People's Magazine (M).....New York City
Min. rate 1/4 p. 1 tl. \$11.75

Physical Culture (M).....
Min. rate 1/4 p. 1 tl. \$20.00

Popular Magazine (S-M, 7th & 23d).....
Min. rate 1/4 p. 3 consecutive insertions \$21.75 insertion.

Post Saturday Magazine (Sat).....
Min. rate 1 inch width. 1 yr. \$3.87 1/2 inch.

Puck (Sat).....
Min. rate 1/4 p. 1 tl. \$21.75

§ Government statement—See page 6. * Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in sixth column, defining the number of columns, width and length, are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

1 time rate per inch.	Page rate 1 time.	Minimum rate per inch.	No. of cols., width and length.	Type size page in inches.	Closing date.
10.50	150.00		2-16 -112	5½ x 8	10th of 2d month prev.
8.40	200.00		3-16 -140	8½ x 10	7th of 2d month prev.
14.00	150.00		2-16 -112	5½ x 8	25th of 2d month prev.
5.00	75.00		2-20 -126	7 x 9	10th of month previous
10.50	600.00	7.00 G	4-14 -300	9½ x 14½	Ten days previous
21.00	250.00		2-16 -112	5½ x 8	1st of month previous
	125.00		2-16 -112	5½ x 8	1st of month previous
8.40	125.00		2-16 -112	5½ x 8	7th of 2d month prev.
7.00	112.00	7.00 F	2-16 -112	5½ x 8	10th of 2d month prev.
7.00	100.00		2-16 -112	5½ x 8	2d of month previous
10.50	300.00		2-16 -108	8½ x 12	1st of month previous
12.19	175.00		2-16 -112	5½ x 8	27th of 2d month, 13th of month previous
5.60	200.00		4-12 -168	8½ x 12	Two weeks previous
8.40	225.00		2-16 -140	8½ x 10½	10th of month previous
52.50	3,525.00	52.50 F	4-13½ -235	9½ x 17	Sixteen days previous

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in sixth column, defining the number of columns, width and length, are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

	1 time rate per inch.	Page rate 1 time.	Minimum rate per inch.	No. of cols., width and length.	Type size page in inches.	Closing date.
Wells Fargo Messenger (M) New York City Min. rate 1 p. mo. 1 yr. \$27.50 insertion.	3.80	\$4.00		3-15 -140	7x10	10th of month previous
Wide World Magazine (M) (Amer Edn) Min. rate 1/2 p. 1 tl. \$12.50	7.00	100.00		2-16 -112	5 1/2 x 3	Last day of mo. prev.
World's Advance (M) Min. rate 1 inch mo. 1 yr. \$8.00 inch.	10.00	100.00		2-16 -112	5 1/2 x 3	1st of month previous
Yachting (M) Min. rate 1/2 p. mo. 1 yr. \$28.25 insertion.	3.50	90.00		3-16 -140	8 1/2 x 10	15th of month previous
Young's Magazine (M) Min. rate 1/2 p. 1 tl. \$12.50	7.00	100.00		2-16 -112	5 1/2 x 3	23d of 2d month prev.
Saturday Globe (Sat) Utica	4.20	\$32.10	4.20 P	7-13 -301	15 1/2 x 21 1/2	Five days previous
OHIO.						
Hunter-Trader-Trapper (M) Columbus	5.00	\$0.00	5.00 P	2-16 -112	5 1/2 x 3	20th of month previous
Gleanings & Bee Culture (S-M) Medina Min. rate 1 p. 1 tl. \$40.00	2.80	40.00		2-14 1/2 -112	5 x 8	10th & 25th mo. prev.
American Magazine (M) Springfield Min. rate 1 p. 1 tl. \$50.00	23.00	\$50.00		2-13 1/2 -142	7 x 10 1/2	15th of 2d month prev.
PENNSYLVANIA.						
Etude (M) Philadelphia Min. rate 1/2 p. 1 tl. \$15.00	11.20	500.00		4-13 -168	9 1/2 x 12	1st of month previous
Circulation net paid average monthly edition or rebate guaranteed by Etude \$26,000						
Saturday Evening Post (Sat) Min. rate 1/2 p. 1 tl. \$1,200.00	112.00	5,000.00		4-13 1/2 -170	9 1/2 x 12 1/2	Tuesday, 25 days prev.
Boy's Magazine (M) Smithport Min. rate 1/2 p. 1 tl. \$51.00	7.00	\$24.00		4-13 1/2 -180	9 1/2 x 12 1/2	1st of month previous

Government statement—See page 5. # Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in sixth column, defining the number of columns, width and length, are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

STAND.	1 time rate per inch.	Page rate 1 time.	Minimum rate per inch.	No. of cols., width and length.	Type size page in inches.	Closing date.
Holland's Magazine Min. rate ¼ p. 1 Circulation gross 1 Magazine	10.50	500.00		4-13 -189	9 x13½	1st of month previous
Southwest Magazine Min. rate ¼ p. 1	1.75	80.00		6-13 -294	13½x21	20th of month previous
Westerner (M) ..	7.00	210.00	7.00 F	3-14 -140	7½x10	5th of month previous
Bungalow Magazine Min. rate 1 p. mo	8.00	80.00		2-13 -132	6½x 8½	10th of month previous
La Follette's Mag.	1.75	75.00	1.75 F	4-14 -189	9½x13½	25th of month previous
British Columbia I ¼ p. 1 ti. \$7.00.		25.00		2-16 -112	5½x 8	16th of month previous
Saturday Sunset (Sat)98	117.60	.98 F	6-13 -280	13½x20	Four days previous
Saturday Post (Sat)	1.40	132.00	.84 G	6-13 -275	13½x19½	Four days previous
Canada Monthly (M)	1.39	55.00		3-14 -140	7½x10	15th of month previous
Min. rate ½ p. 1 ti. \$27.00.						

* Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in sixth column, defining the number of columns, width and length, are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

STANDARD MAGAZINES—Continued.		Circulation.	1 time rate per inch.	Page rate 1 time.	Minimum rate per inch.	No. of cols., width and length.	Type size page in inches.	Closing date.
Canada—Continued.								
Canadian Courier (Sat).....	Toronto, Ont. Min. rate 1 p. 1 tl. \$100.00.	—	1.96	100.00		4-13 -182	9½x13	Eight days previous
Canadian Magazine (M).....	" Min. rate ½ p. 1 tl. \$15.00.	* 25,583	2.80	30.00		2-16 -112	5½x 8	5th of month previous
MacLean's Magazine (M)	"	© 40,823	4.00	90.00	2.52 G	3-16 -140	8 x10	1st of month previous
Rod & Gun In Canada (M).....	Woodstock, Ont. Min. rate 3 pages 1 yr. \$38.00 page.	* 18,950	3.50	40.00		2-16 -112	5½x 8	8th of month previous
Canadian Pictorial (M)	Montreal, Que.	—	1.40	60.48	.84 E	4-13 -168	8 x12	20th of month previous
Le Samedi (Fr) (Sat)	" Min. rate 1 inch wkly. 13 wks. .56 inch.	© 19,844	1.40	34.00		4-13 -170	8½x14	Three days previous

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in sixth column, defining the number of columns, width and length, are explained on pages 2 and 8. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

1 time rate per inch.	Page rate 1 time.	Minimum rate per inch.	No. of cols., width and length.	Type size page in inches.	Closing date.
42.00	1,665.00		4-13-185	9 x 13½	30th of month previous
28.00	1,955.40		4-13½-189	9½ x 13½	5th of month previous
70.00	2,544.00		4-14½-213	10 x 15½	10th of month previous
84.00	3,175.20		4-13½-189	9½ x 13½	10th of month previous
			4-13½-189	9½ x 13½	10th of month previous
			4-13½-189	9½ x 13½	10th of month previous
7.00	50.00		2-16-113	5½ x 8	25th of 2d month prev.
25.00	1,140.00		4-13½-168	9 x 12	5th of 2d month prev.
			4-13-194	9 x 14	20th of month previous
2.50	490.00	3.50 F	7-13-280	15½ x 20	Wednesday previous
4.30	630.00	4.30 F	7-13-300	15½ x 21½	Wednesday previous
42.00	2,000.00		4-13-196	9 x 14	15th of month previous

Home Needlework Magazine (M).....Boston
Min. rate ¼ p. 1 tl. \$25.00.

Modern Priscilla (M)....."
Min. rate ¼ p. 1 tl. \$25.00.

MINNESOTA.

Fancywork Magazine (M).....Minneapolis
Min. rate 1 p. 1 tl. \$25.00.

Woman's Home Weekly (Sat)....."

American Home (Sat).....St. Paul

Farmer's Wife (M)....."
Min. rate 1 p. 1 tl. \$25.00.

Government statement.—See page 5. * Gross circulation. © Net circulation. Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in sixth column, defining the number of columns, width and length, are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

1 time rate per inch.	Page rate 1 time.	Minimum rate per inch.	No. of cols. width and length.	Type size page in inches.	Closing date.
23.00	1,085.00		4-13 -175	9 x12½	26th of month previous
2.80	90.00	2.80 F	3-15 -150	7½x10½	Two weeks previous
7.00	1,050.00	7.00 F	7-13 -295	15½x21½	Saturday previous
6.25	80.00	6.25 F	2-16 -112	5½x 8	12th of month previous
3.25	36.00	3.25 F	2-16 -112	5½x 8	15th of month previous
7.00	256.50		4-13½-171	9½x12½	1st of month previous
14.00	150.00		2-13 -133	7 x 9½	16th of month previous
4.90	135.00		2-16 -168	8½x13	10th of month previous
	8,000.00		4-13½-200	9½x14½	26th of 3d month prev.
			4-13½-200	9½x14½	26th of 3d month prev.
			4-13½-200	9½x14½	26th of 3d month prev.
	3,500.00		4-13½-300	9½x14½	26th of 3d month prev.
	1,000.00		4-13½-300	9½x14½	26th of 3d month prev.

Normal Instructor & Primary Plans

(M ex July & August) Danville
 Min. rate 1 p. 1 li. \$285.00

© 125,000

American Club Woman's Magazine (M) New York City
 Min. rate 1 p. 1 li. \$100.00

© 100,000

American Homes & Gardens (M)
 Min. rate 4 inches sq. 1 yr. \$11.75 insertion.

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Butterick Trio—

Delineator (M)
 Designer (M)
 Women's Magazine (M)
 Min. rate ¼ p. (7 1-2 inch d. c.) \$1,200.00 flat.

Circulation not average monthly edition or rebate guaranteed by The Butterick Trio 1,400,000

Delineator (M) New York City
 (See Butterick Trio.)
 Min. rate 1 p. 1 li. \$3,000.00

Designer (M)
 (See Butterick Trio.)
 Min. rate 1 p. 1 li. \$1,000.00

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in sixth column, defining the number of columns, width and length, are explained on pages 2 and 3. § Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

	1 time rate per inch.	Page rate 1 time.	Minimum rate per inch.	No. of cols., width and length.	Type size page in inches.	Closing date.
To-Day's Magazine for Women (M)Canton Circulation not monthly edition of rebate guaranteed by To-Day's Magazine	70.00	3,600.00		4-13½-200	9½x13½	1st of 2d month prev.
Family (M)Springfield	6.30	160.00		4-13-158	8½x11½	5th of month previous
Household Journal & Floral Life (M)"		700.00		4-13½-200	9½x14½	25th of 3d month prev.
Woman's Home Companion (M)" Min. rate ¼ p. 1 fl. \$100.00.	2.30	163.60	2.30 F	4-13-217	9½x15½	26th of month previous
Park's Floral Magazine (M)La Park	49.00	2,400.00		4-13½-200	9½x14½	10th of 2d month prev.
Ladies' Home Journal (M)Philadelphia Min. rate ¼ p. (7 inches d. c.) \$1,500.00.	28.00	940.00	28.00 F	2-13½-140	7 x10	20th of month previous
New Ideas (M)"	14.00	370.60		2-13½-140	7 x10	16th of month previous
	62.00	3,240.00		4-13½-200	9½x14½	25th of 3d month prev.
	21.00	330.00	21.00 F	2-13½-110	4½x 7½	20th of month previous
	113.00	6,000.00		4-13½-200	9½x14½	23d of 3d month prev.
	9.40	302.40		4-13-180	9 x12½	15th of month previous

PENNsylvania.

* Government statement—See page 6. * Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in sixth column, defining the number of columns, width and length, are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

WOMAN AND THE HOME—Continued.	Circulation.	1 time rate per inch.	Page rate 1 time.	Minimum rate per inch.	No. of col., width and length.	Type size page in inches.	Closing date.
WISCONSIN.							
Die Deutsche Hausfrau (M)Milwaukee	© 52,730	4.20	109.07	4.20 F	3-13½-147	7 x10½	25th of 2d month prev.
CANADA.							
Western Home Monthly (M)Winnipeg, Man.	—	2.80	126.00	2.45 A	4-13 -180	9 x12½	21st of month previous
Canadian Home Journal (M)Toronto, Ont. 1-16 p. 1 tl. \$3.00. Min. rate 1 p. mo. 1 yr. \$25.00 insertion.	* 23,000		240.00		4-13 -200	9 x14½	20th of month previous
Everywoman's World (M) Min. rate 9 pages in 1 yr. \$300.00 page.	© 63,638	4.20	242.40		4-13 -202	9 x14½	15th of month previous

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in sixth column, defining the number of columns, width and length, are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

THE FOREIGN LANGUAGE PRESS.

ARABIC PAPERS.

NEW YORK.

Al Hoda (Eve ex Su) Ind.....New York City

ARMENIAN PAPERS.

MASSACHUSETTS.

Hairenik (Tu, Thur & Sat) Socialist.....Boston

BOHEMIAN PAPERS.

ILLINOIS.

{ Denni Hlasatel (Morn & Su) Ind.....	Chicago		
{ Hlasatel (Tu & Fri) Ind.....	"		
Duch Casu (Su) Lit.....	"	⊙	31,878
(Magazine Section Nedelni Svornost.)			
Hospodarske Listy (S-M) Agri.....	"	⊙	4,869
Katolik (Tu & Fri) Cath-Ind.....	"	⊙	9,504
{ Narod (Morn ex Su) Cath-Ind.....	"	⊙	2,554
{ Narod (Su Morn) Cath-Ind.....	"	⊙	3,275
Pritel Ditek (Thur) Cath-Juv.....	"	⊙	5,859
Slavie (Tu & Fri) Ind-Dem.....	"		
Spravedlnost (Morn & Su) Socialist.....	"	⌘	9,500
{ Svornost (Eve ex Su) Ind.....	"	⊙	20,637
{ Nedelni Svornost (Su Morn) Ind.....	"	⊙	27,456
{ Amerikan (Mon & Thur) Agri.....	"	⊙	40,487
Zenske Listy (Thur) Family.....	"		
Svobodna Skola (M) Free Thought.....	Oak Park	⊙	3,560

MISSOURI.

Ceska Zena (M) Cath.....	St. Louis	⊙	8,900
Hlas (Tu & Fri) Dem.....	"	⊙	11,158
Listy (Thur) Rep.....	"	⊙	3,800

⌘ Government statement—See page 5. *Gross circulation. ⊙ Net circulation. □ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

BOHEMIAN PAPERS—Continued.

NEBRASKA.

Cesko Americky Venkov (M) Agrl.....	Omaha	⊙	16,001
Hospodar (Fortnightly Wed) Agrl.....	"	⊙	31,039
Osveta Americka (Wed) Ind-Dem.....	"	⊙	25,721
Pokrok Zapadu (Wed) Rep.....	"	⊙	26,093

NEW YORK.

{ Hlas Lidu (Morn ex Su) Socl-Dem.....	New York City	_____
{ Nedelni Hlas Lidu (Su Morn).....	"	_____
{ Listy (Morn ex Su) Ind.....	"	_____
{ Nedelni Listy (Su Morn) Ind.....	"	_____

OHIO.

American (Eve ex Su, also Su Morn) Ind.....	Cleveland	_____
Dennice Novoveku (Thur) Free Thought.....	"	_____
Svet (Morn ex Su) Ind.....	"	_____

PENNSYLVANIA.

Krestanske Listy (Thur) Presb.....	Pittsburgh	_____
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TEXAS.

Novy Domov (Mon & Thur) Cath-Dem.....	Hallettsville	⊙	3,615
Svoboda (Thur) Dem.....	La Grange	⊙	4,800

WISCONSIN.

Domacnost (Wed) Family.....	Milwaukee	_____
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BULGARIAN PAPERS.

ILLINOIS.

Naroden Glas (Morn & Su) Non-Part.....	Granite City	_____
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⌘ Government statement—See page 5. *Gross circulation. ⊙Net circulation. □ Can use matrices.
¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
average circulation for six months ending September 30, 1914, unless otherwise noted.

CHINESE PAPERS.**CALIFORNIA.**

Chung Sai Yat Po (Eve ex Su) Ind.....	San Francisco	◎	5,400
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CANADA.

Tai-Hon-Yat-Bo (Morn ex Su).....	Vancouver, B. C.	*	3,000
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CROATIAN AND SERVIAN PAPERS.**ILLINOIS.**

Balkan World (Thur) Ind.....	Chicago	◎	14,000
United Servian (Sat) Ind.....	"	◎	15,000

NEW YORK.

Hrvatski Svijet (Eve ex Su) Ind.....	New York City	\$	8,400
Narodni List (Eve ex Su, also Su Morn) Ind.....	"	\$	14,430
Servian Daily (Daily ex Su) Non-Part.....	"		<hr/>

FINNISH PAPERS.**MASSACHUSETTS.**

Ralvaaja (Eve ex Su) Socl.....	Fitchburg	◎	9,000
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MICHIGAN.

Amerikan Suometar (Tu, Thur & Sat) Luth.....	Hancock	*	5,028
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§ Government statement—See page 5. * Gross circulation. ◎ Net circulation. □ Can use matrices.
 ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
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 average circulation for six months ending September 30, 1914, unless otherwise noted.

FINNISH PAPERS—Continued.

MINNESOTA.

Paivalehti (Morn ex Mon) Ind.....	Duluth	©	6,594
Raittiuslehti (Wed) Pro.....	"	©	3,000
Siirtolainen (Fri) Ind.....	"	©	8,583
Uusi Kotimaa (Thur) Rep.....	New York Mills	©	8,150

NEW YORK.

New Yorkin Uutiset (Wed & Sat) Ind.....	Brooklyn	—	
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OREGON.

Lannen Uutiset (Thur) Ind.....	Astoria	©	1,300
Toveri (Eve ex Su) Soci.....	"	©	4,421
Toveritar (Tu) Labor.....	"	©	5,094

WISCONSIN.

Tyomies (Eve ex Su) Socialist.....	Superior	©	12,963
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CANADA.

Tyokansa (Morn ex Su) Socialist.....	Port Arthur, Ont.	©	4,394
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FRENCH PAPERS.

CALIFORNIA.

Echo de L'Ouest (Eve ex Su).....	San Francisco	\$	1,800
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LOUISIANA.

Abelle (Morn ex Mon) Ind-Dem.....	New Orleans	—	
Abelle (Sat) Ind-Dem.....	"	—	

MAINE.

Le Messenger (Mon, Wed, Fri) Ind.....	Lewiston	©	3,600
Le Petit Journal (Eve ex Su) Ind.....	"	\$	3,225

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
 † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
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FRENCH PAPERS—Continued.

MASSACHUSETTS.

L'Independent (Eve ex Su) Rep.....	Fall River	\$	3,353
L'Independent (Wed) Rep.....	"	⊙	3,978
Le Citoyen (Wed) Ind.....	Haverhill	⊙	2,054
L'Etoile (Eve ex Su) Ind.....	Lowell	⊙	3,750
Le Supplement (Eve ex Su) Ind.....	"	⊙	2,955
Le Echo (Eve ex Su) Ind.....	New Bedford		
Le Echo (Su Morn) Cath.....	"		
Le Journal (Eve ex Su) Rep.....	"		
Le Courrier de Salem (Mon & Thur) Ind.....	Salem	⊙	4,090
L'Opinion Publique (Eve ex Su) Rep.....	Worcester	⊙	5,724

MINNESOTA.

Echo de L'Ouest (Fri) Ind.....	Minneapolis	⊙	5,000
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NEW HAMPSHIRE.

L'Avenir National (Eve ex Su) Ind.....	Manchester	⊙	3,287
Canado-American (Wed)	"		

NEW YORK.

Courrier des Etats Unis (Morn ex Su) Ind.....	New York City	⊙	20,634
(Su Morn)	"	⊙	30,325
Courrier des Etats Unis (Sat) Ind.....	"	⊙	26,930

RHODE ISLAND.

Jean-Baptiste (Tu & Fri) Rep.....	Pawtucket		
L'Union (M) Cath-Frat.....	Woonsocket	⊙	25,460
Tribune (Eve ex Su) Rep.....	"		

CANADA.

ALBERTA.

Le Courrier de L'Ouest (Thur) Ind.....	Edmonton	*	6,500
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⌘ Government statement—See page 5. *Gross circulation. ⊙Net circulation. □ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

FRENCH PAPERS—Continued.

MANITOBA.

Le Manitoba (Wed) Con.....	St. Boniface		
La Liberte (Tu) Ind-Cath.....	Winnipeg	◎	3,900

NEW BRUNSWICK.

L'Evangeline (Wed) Ind.....	Moncton	*	4,300
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ONTARIO.

Canadian (M) Cath-Frat.....	Kingston		
Le Droit (Eve ex Su) Ind.....	Ottawa	◎	7,233
Le Droit (Thur) Ind.....	"	◎	4,320
La Justice (Fri) Ind.....	"		
Le Temps (Eve ex Su) Ind.....	"	◎	9,003

QUEBEC.

Le Messager de St. Antoine (M) Cath.....	Chicoutimi	◎	11,500
Le Spectateur (Thur) Lib.....	Hull	*	4,000
L'Etoile du Nord (Thur) Ind.....	Joliette		
Le Peuple (Fri) Con.....	Montmagny	◎	4,751
Le Bulletin (Su) Lib.....	Montreal	◎	8,500
Le Canada (Morn ex Su) Lib.....	"	*	13,984
Le Canada (Thur) Lib.....	"		
Le Canard (Su) Ind.....	"	◎	6,500
La Clinique (M) Medical.....	"	◎	3,942
Le Devoir (Eve ex Su) Ind.....	"		
Journal D'Agriculture (Fr & Eng) (M) Agrl.....	"	◎	100,006
Le Moniteur du Commerce (Fri) Coml.....	"		
Le Nationaliste (Su) Ind.....	"		
La Patrie (Eve ex Su) Ind.....	"	◎	47,421
La Patrie (Thur) Ind.....	"	◎	21,573
Le Pays (Sat) Ind-Lib.....	"	◎	13,150
La Presse (Eve ex Su) Ind.....	"	◎	139,876
Farmers' Weekly La Presse (Thur) Agrl.....	"	◎	44,654
La Revue Canadienne (M) Lit.....	"		
Revue Franco-Americaine (M) Lit.....	"		
Revue Populaire (M) Lit.....	"	◎	4,416
Le Samedi (Sat) Lit.....	"	◎	19,644
La Semaine Religieuse (Mon) Cath.....	"	◎	3,000

§ Government statement—See page 5. * Gross circulation. ◎ Net circulation. □ Can use matrices.
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FRENCH PAPERS—Continued.**Quebec—Continued.**

L'Action Sociale (Eve ex Su) Ind.....	Quebec	*	14,466
L'Action Sociale (Sat) Ind.....	"	*	9,850
{ L'Evenement (Eve ex Su) Con.....	"	⊙	14,005
{ L'Evenement (Sat) Con.....	"	⊙	4,074
Le Soleil (Eve ex Su) Lib.....	"		—
Le Soleil (Thur) Lib.....	"		—
Le Courrier de St. Hyacinthe (Sat) Con.....	St. Hyacinthe		—
L'Avenir du Nord (Thur) Lib.....	St. Jerome	⊙	2,000
Le Canada Francais (Fri) Lib.....	St. Jean		—
Le Progres de l'Est (Tu & Fri) Lib.....	Sherbrooke		—
La Tribune (Eve ex Su) Lib.....	"	⊙	7,515
Le Nouveau Trois Rivieres (Fri) Lib.....	Three Rivers		—
L'Echo des Bois-Francis (Sat) Con.....	Victoriaville		—

GERMAN PAPERS.**ALABAMA.**

Staats-Zeitung (Thur) Dem.....	Mobile		—
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CALIFORNIA.

Germania (Eve ex Su, & Su Morn).....	Los Angeles	\$	6,402
{ Demokrat (Morn ex Su) Ind.....	San Francisco	*	6,600
{ Demokrat (Su Morn) Ind.....	"	*	9,860

COLORADO.

{ Herold (Eve ex Sat & Su) Ind.....	Denver	⊙	9,200
{ Herold (Su Morn) Ind.....	"	⊙	9,800
Herold (Sat) Ind.....	"	⊙	14,200

CONNECTICUT.

Staats-Zeitung (Tu & Fri) Ind.....	Hartford		—
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GEORGIA.

Deutsche-Zeitung (Sat) Rep.....	Atlanta		—
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\$ Government statement—See page 5. * Gross circulation. ⊙ Net circulation. □ Can use matrices.
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GERMAN PAPERS—Continued.

ILLINOIS.

Volksfreund (Eve ex Su) Ind-Rep.....	Aurora	_____
Post & Zeitung (Eve ex Su) Rep.....	Belleville	_____
{ Abendpost (Eve ex Su) Ind.....	Chicago	\$ 49,235
{ Sonntagspost (Su Morn) Ind.....	"	© 39,296
{ Arbeiter-Zeitung (Eve ex Su) Socl.....	"	© 15,000
{ Fackel (Su Morn) Socl.....	"	© 20,000
{ Verbote (Wed) Socl.....	"	_____
Dahelm (M) Family.....	"	_____
Echo, Post & Beobachter (Fri) Ind-Rep.....	"	* 14,000
Illinois Staats-Zeitung (Der Landwirt) (Thur) Agri.....	"	* 16,200
Katholisches Wochenblatt (Wed) Cath.....	"	_____
{ Staats-Zeitung (Morn ex Su) Rep.....	"	* 46,333
{ Staats-Zeitung (Chicagoer Presse) (Eve ex Su).....	"	_____
{ Westen (Su Morn) Ind.....	"	_____
Wochenblatt (Thur) Ind.....	"	_____
Katholischer Jugendfreund (M) Cath.....	Evanston	_____
Deutscher Anzeiger (Wed) Ind-Dem.....	Freeport	© 1,755
Volksblatt-Rundschau (Thur) Dem.....	Lincoln	_____
Demokrat (Eve ex Su) Dem.....	Peoria	_____
Sonne (Eve ex Su) Rep.....	"	_____
Germania (Eve ex Su) Ind-Dem.....	Quincy	_____
Volks-Zeitung (Tu & Fri) Ind.....	Rock Island	_____
Amerikanischer Familienblatt (M) Cath.....	Techny	_____

INDIANA.

{ Demokrat (Morn ex Su & Mon) Ind-Dem.....	Evansville	© 4,738
{ Demokrat (Su Morn) Ind-Dem.....	"	© 5,220
{ Demokrat (Tu & Fri) Ind-Dem.....	"	© 7,800
Freie Presse-Staats-Zeitung (Eve ex Su) Ind-Dem.....	Fort Wayne	\$ 4,052
{ Telegraph-Tribune (Eve ex Su) Ind-Dem.....	Indianapolis	© 10,825
{ Spottvogel (Su Morn) Ind-Dem.....	"	© 11,979

IOWA.

Freie Presse (Fri) Ind.....	Council Bluffs	_____
{ Demokrat (Morn ex Mon) Dem.....	Davenport	_____
{ Demokrat (Wed & Sat) Dem.....	"	_____
Staats-Anzeiger (Fri) Ind.....	Des Moines	© 5,545
Katholischer Westen (Thur) Cath.....	Dubuque	© 6,118
Luxemburger Gazette (Tu) Cath.....	"	© 2,083
Volksfreund (Thur) Ind.....	Sioux City	* 1,621

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
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GERMAN PAPERS—Continued.

KANSAS.

Vorwaerts (Fri) Ind.....	Hillsboro	◎	3,312
Lektionsheft (Quar) Mennonite.....	"	◎	8,200
Zionsbote (Wed) Mennonite.....	"	◎	2,675
Tribune (Fri) Ind.....	Leavenworth	◎	1,870

KENTUCKY.

{ Anzeiger (Morn ex Su) Dem.....	Louisville	\$	6,228
{ Anzeiger (Su Morn) Dem.....	"	\$	9,790
{ Anzeiger (Tu) Dem.....	"	◎	11,320
Katholischer Glaubensbote (Thur) Cath.....	"		—

MARYLAND.

Bayerisches Wochenblatt (Wed) Ind.....	Baltimore		—
Deutsche Correspondent (Morn & Su) Dem.....	"		—

MASSACHUSETTS.

Anzeiger (Thur) Ind.....	Boston		—
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MICHIGAN.

Post (Thur) Ind.....	Ann Arbor	◎	3,000
{ Abendpost (Eve ex Su) Lib-Rep.....	Detroit		—
{ Sonntagsblatt (Su Morn) Lib-Rep.....	"		—
{ Familien Blaetter (Tu & Fri) Lib-Rep.....	"		—
Der Herold (Fri) Labor.....	"		—
Die Stimme der Wahrheit (Thur) Cath.....	"		—
Journal (Sat) Ind.....	Saginaw	◎	2,750
Post-Zeitung (Thur) Ind.....	"	\$	4,018

MINNESOTA.

Freie Presse-Herold (Fri) Dem.....	Minneapolis		—
Volksblatt (Thur) Rep.....	New Ulm	◎	1,700
Nordstern (Thur) Dem.....	St. Cloud		—
Der Deutsche Farmer (S-M) Agrl.....	St. Paul	◎	42,130
{ Volkszeitung (Eve ex Su) Ind.....	"	\$	17,146
{ Volkszeitung (Thur) Ind.....	"	◎	16,188
Wanderer (Thur) Cath.....	"	*	10,896
National Farmer (Fort) Agrl.....	Winona	◎	51,343
Westlicher Herold (Tu) Ind.....	"	◎	61,389

\$ Government statement—See page 5. * Gross circulation. ◎ Net circulation. □ Can use matrices.
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GERMAN PAPERS—Continued.

MISSOURI.

Presse (Eve ex Su) Dem.....	Kansas City	*	4,500
Presse (Thur) Dem.....	"	*	7,300
Staats-Zeitung (Fri) Ind.....	"	⊙	10,000
Volksblatt (Wed) Ind.....	St. Joseph	⊙	3,450
Abendschule (Fort) Lit.....	St. Louis	⊙	54,994
{ Amerika (Morn & Su) Dem.....	"	\$	18,789
{ Amerika (Tu & Fri) Dem.....	"		
Arbeiter Zeitung (Sat) Labor.....	"	⊙	3,000
Der Friedensbote (Su) Evan.....	"		
Herold des Glaubens (Wed) Cath.....	"	⊙	43,000
{ Westliche Post (Morn ex Su) Rep.....	"	\$	22,935
{ Mississippi Blaetter (Su Morn) Rep.....	"	\$	24,002

NEBRASKA.

Biene (Fri) Ind.....	Columbus	⊙	1,500
Deutsche Amerikanischer Farmer (Wed) Agri.....	Lincoln	⊙	122,984
Freie Presse (Wed) Ind.....	"	⊙	122,033
Tribune (Eve ex Su) Ind.....	Omaha	⊙	11,400
Tribune (Thur) Ind.....	"	⊙	14,600

NEW JERSEY.

Hausdokter (M) Health.....	Butler		
{ Freie Zeitung (Morn ex Su) Ind-Rep.....	Newark	*	11,000
{ Erzahler (Su Morn) Ind-Rep.....	"	*	15,000

NEW YORK.

Freie Presse (Eve ex Su, also Su Morn) Rep.....	Brooklyn		
Reform (Sat) Dem.....	"	⊙	11,200
Aurora und Christliche Woche (Fri) Cath.....	Buffalo	⊙	8,650
{ Demokrat (Eve ex Su) Ind-Dem.....	"	\$	10,775
{ Demokrat (Wed) Ind-Dem.....	"	⊙	3,672
Volksfreund (Eve ex Su) Dem.....	"		
Amerikanischer Botschafter (M) Evan.....	New York City		
Amerikanische Schweizer Zeitung (Sat) Ind.....	"	⊙	14,400
Badische Landes-Zeitung (Sat) Ind.....	"		
{ Deutsches Journal (Morn ex Su) Ind.....	"	\$	54,989
{ Deutsches Journal (Su Morn) Ind.....	"	\$	68,870
Handels-Zeitung (Sat) Coml.....	"		
{ Herold (Eve ex Su) Ind.....	"		
{ Herold (Morn ex Su) Ind.....	"		
{ Revue (Su Morn) Ind.....	"	\$	81,096
Naturopath & Herald of Health (Ger & Eng) (M) Hygiene.....	"		

* Government statement—See page 5. * Gross circulation. ⊙ Net circulation. □ Can use matrices.
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GERMAN PAPERS—Continued.

New York—Continued.

Roman Welt (Su) Lit.....	New York City	\$	68,870
{ Staats-Zeitung (Morn & Eve ex Su) Ind-Dem.....	"	⊙	113,068
{ Sonntagsblatt (Su Morn) Ind-Dem.....	"	⊙	81,209
{ Staats-Zeitung (Wed) Ind-Dem.....	"	⊙	13,864
{ Volkszeitung (Morn ex Su) Lab.....	"		
{ Sonntagsblatt (Su Morn) Lab.....	"		
{ Vorwärts (Sat) Lab.....	"		
{ Abendpost (Eve ex Su) Ind.....	Rochester	⊙	6,120
{ Abendpost (Mon & Thur) Ind.....	"	⊙	3,005
Freie Presse (Sat) Rep.....	Troy	⊙	2,350

NORTH DAKOTA.

Staats Anzeiger (Thur) Dem.....	Bismarck	⊙	6,244
Herold (Fri) Dem.....	Dickinson	⊙	3,015

OHIO.

Germania (Tu, Thur & Sat) Ind.....	Akron	⊙	7,410
{ Abend Presse (Eve ex Su) Ind.....	Cincinnati		
{ Freie Presse (Morn ex Su) Rep.....	"		
{ Sonntagsblatt (Su Morn) Ind.....	"		
Christliche Apologete (Wed) Meth.....	"		
Deutsch-Ungarischer Bote (Thur) Rep.....	"		
Haus und Herd (M) Agri.....	"		
{ Volksblatt (Morn ex Su) Ind-Rep.....	"		
{ Westliche Blaetter (Su Morn) Ind-Rep.....	"		
{ Volksblatt (Tu) Ind-Rep.....	"		
Christliche Botschafter (Sat) Evan.....	Cleveland	*	16,000
Das Evangelische Magazin (M) Evan.....	"	*	11,000
Nationale Gazette (Thur) Ind.....	"	*	8,000
Sendbote (Wed) Bap.....	"	⊙	7,996
Volksfreund und Arbeiter Zeitung (Sat) (Socialist.....	"	⊙	4,500
{ Waechter und Anzeiger (Eve ex Sun) Ind-Dem.....	"		
{ Waechter und Anzeiger (Su Morn) Ind-Dem.....	"		
{ Express-Westbote (Eve ex Su) Ind.....	Columbus		
{ Sonntagsblatt (Su Morn) Ind.....	"		
{ Express (Sat) Rep.....	"		
{ Westbote (Tu & Fri) Dem.....	"		
Lutherische Kirchenzeitung (Sat) Luth.....	"		
Ohio Waisenfreund (Wed) Cath.....	"		
Gross-Daytoner Zeitung (Eve ex Su) Ind-Dem.....	Dayton	\$	2,600
Deutsch Amerikaner (Fri) Ind-Dem.....	Hamilton		
Post (Thur) Ind).....	Lorain		
{ Express (Eve ex Su) Rep.....	Toledo	\$	7,362
{ Express (Wed) Rep.....	"		
Rundschau (Thur) Dem.....	Youngstown	⊙	3,210

\$ Government statement—See page 5. * Gross circulation. ⊙ Net circulation. □ Can use matrices.
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GERMAN PAPERS—Continued.

OREGON.

Armen Seelen Freund (M) Cath.....	Mt. Angel	©	12,950
St. Joseph Blatt (Fri) Cath.....	"	©	22,143
Deutsch Zeitung (Thur) Ind.....	Portland	*	15,000
Nachrichten (Thur) Ind.....	"		—

PENNSYLVANIA.

Sonntagsbote (Sat) Neut.....	Pittsburgh		—
Weit-Bote (Tu) Ind.....	Allentown		—
{ Tageblatt (Eve ex Su) Rep.....	Erie	\$	1,339
{ National Zeitung (Fri) Ind.....	"		—
Evangelische Zeitschrift (Tu) Evan.....	Harrisburg		—
Abendpost (Sat) Rep.....	Philadelphia		—
Deutsche Lutheraner (Thur) Luth.....	"	©	2,400
{ Gazette (Morn & Su) Rep.....	"		—
{ Demokrat (Eve ex Su) Dem.....	"		—
Nord Amerika (Thur) Cath.....	"		—
Sonntags Journal (Su) Rep.....	"	©	48,000
{ Tageblatt (Morn ex Su) Labor.....	"		—
{ Sonntagsblatt (Su Morn) Labor.....	"		—
Beobachter (Fri) Dem.....	Pittsburgh		—
Sonntagsbote (Sat) Neutral.....	"		—
Volksblatt & Freiheits Freund (Morn & Su) Ind.....	"		—
Mennonitische Rundschau (Wed) Mennonite.....	Scottdale	*	6,000
Express (Sat) Rep.....	Wilkes-Barre	*	6,500
Wachter (Thur) Ind.....	"		—

SOUTH CAROLINA.

Deutsche Zeitung (Sat) Dem.....	Charleston		—
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SOUTH DAKOTA.

Dakota Freie Presse (Tu) Ind.....	Aberdeen	©	18,250
Neue Deutsche Presse (Fri) Ind.....	"	©	12,000
Volkzeitung (Wed) Ind.....	Eureka	©	5,400
Deutscher Herold (Thur) Ind.....	Sioux Falls	©	2,250

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

GERMAN PAPERS—Continued.

TEXAS.

Wochenblatt (Thur) Dem.....	Austin	◎	2,862
Feld und Flur (M) Agri.....	Dallas	—	—
Texas Deutsche Zeitung (Thur) Dem.....	Houston	—	—
Deutsche Zeitung (Thur) Dem.....	La Grange	—	—
{ Freie Presse (Eve ex Su) Rep.....	San Antonio	◎	1,560
{ Freie Presse fur Texas (Wed) Rep.....	"	◎	4,570
Der Hermans-Sohn in Texas (M) Sons of Herm.....	"	—	—
Katholische Rundschau (Wed) Cath.....	"	◎	2,020
Texas Staats Zeitung (Fri) Dem.....	"	—	—
Deutsche Zeitung fur Texas (Thur) Ind.....	Victoria	*	3,564

WEST VIRGINIA.

Freiheits Banner und Deutsche Zeitung..Ind.....	Wheeling	—	—
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WISCONSIN.

Gegenwart (Mon & Thur) Ind.....	Appleton	—	—
Das Montagsblatt (Mon) Ind.....	"	—	—
Sonntagsbote (Sat) Ind.....	"	—	—
Der Appleton Volksfreund (Thur) Ind.....	"	—	—
Wecker (Wed) Ind-Dem.....	"	—	—
Herold (Thur) Dem.....	Eau Claire	◎	3,674
Gefluegel-Zuechter (M) Poultry & Agri.....	Hamburg	—	—
National Zeitung (Thur) Ind.....	Kiel	—	—
Volkspost (Wed) Ind-Rep.....	La Crosse	—	—
{ Herold und Volksfreund (Sat) Dem.....	"	}	* 3,500
{ Volksfreund (Wed) Dem.....	"		
Wisconsin Botschafter (Fri) Dem.....	Madison	◎	2,500
Wisconsin Staats-Zeitung (Tu) Dem.....	"	◎	2,500
Banner (Tu & Fri) Dem.....	Mayville	—	—
Pionier (Tu & Fri) Ind.....	"	—	—
Acker und Gartenbau Zeitung (Sat) Agri.....	Milwaukee	◎	44,768
Columbia (Thur) Cath.....	"	◎	8,345
Deutsche Hausfrau (M) Lit.....	"	◎	52,780
Excelsior (Thur) Cath.....	"	—	—
{ Germania-Herold (Morn & Eve ex Su) Ind-Rep.....	"	\$	31,593
{ Sonntagspost (Su Morn) Ind-Rep.....	"	\$	31,593
{ Germania (Tu) Ind.....	"	◎	100,000
Haus und Bauernfreund (Fri) Agri.....	"	◎	100,000
Der Landman (Sat) Agri.....	"	—	—
Die Rundschau (Wed) Ind.....	"	◎	25,000

\$ Government statement—See page 5. * Gross circulation. ◎ Net circulation. □ Can use matrices.
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GERMAN PAPERS—Continued.**Wisconsin—Continued.**

{ See-Bote (Wed) Dem.....	Milwaukee	©	7,313
{ Der Sonntagsbote (Su) Dem.....	"	©	8,317
Vorwärts (Su) Soci-Dem	"		—
Amerika (Eve ex Su) Rep.....	Sheboygan	\$	1,408
National Demokrat (Wed & Sat) Dem.....	"		—

CANADA.**ALBERTA.**

Deutsche Canadier (Thur) Ind.....	Calgary		—
Alberta Herald (Thur) Agri.....	Edmonton	©	5,198

MANITOBA.

Nordwesten (Wed) Ind.....	Winnipeg		—
West Canada (Wed) Cath.....	"	©	9,196

ONTARIO.

Journal (Wed) Ind.....	Berlin	©	4,169
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SASKATCHEWAN.

Courier (Wed) Ind-Lib.....	Regina	©	1,325
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GREEK PAPERS.**ILLINOIS.**

Greek Star (Fri) Rep.....	Chicago		—
Loxias (Sat) Dem.....	"		—

NEW YORK.

Atlantis (Eve ex Su, also Su Morn) Ind.....	New York City		—
Atlantis (M) Lit.....	"		—

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
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HOLLANDISH PAPERS.

ILLINOIS.

Onze Toekomst (Fri) Rep.....Chicago _____

IOWA.

Volkevriend (Thur) Rep.....Orange City © 3,988
Vrije Hollander (Wed & Sat) Dem....." * 2,000
Weekblad (Fri) DemPella _____

MICHIGAN.

De Calvinist (Sat) Relig.....Grand Rapids _____
De Hollandsche Farmer (M) Agri....." © 25,000
De Huisvriend (M) Relig....." © 15,000
Het Ideaal (M) Family....." © 9,000
De Grondwet (Mon) Rep.....Holland © 7,000
De Wachter (Wed) Chr Ref Church....." _____
Hollandische Amerikaan (Mon, Wed & Fri) Ind.....Kalamazoo _____

NEW JERSEY.

Oosten (Thur) Ind.....Paterson © 1,995

WISCONSIN.

Volksstem (Wed) Cath.....De Pere © 1,600

HUNGARIAN PAPERS.

ILLINOIS.

Otthon (Fri) Lit.....Chicago © 12,354

§ Government statement—See page 5. *Gross circulation. ©Net circulation. □ Can use matrices.
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HUNGARIAN PAPERS—Continued.**NEW YORK.**

Amerikai Magyar Nepszava (Morn ex Su) Ind.....	New York City	©	38,000
Elore (Daily ex Su) Socialist.....	"	\$	24,000

OHIO.

Dongo (S-M) Lit.....	Cleveland		
Magyarok Vasarnapja (Thur) Cath.....	"	©	6,500
Szabadsag (Morn ex Su) Ind.....	"	\$	30,047
Amerikai Magyar Hirlap (Thur) Relig.....	Youngstown		

ICELANDIC PAPERS.**CANADA.**

Heimskringla (Thur) Con.....	Winnipeg, Man.	©	4,800
Logberg (Thur) Lib.....	"		

ITALIAN PAPERS.**CALIFORNIA.**

Italia (Morn & Su) Ind.....	San Francisco	\$	12,500
Voce del Popolo (Eve ex Su) Ind.....	"	\$	7,000

COLORADO.

Capitale (Sat) Ind.....	Denver	*	9,500
Unione (Fri) Rep	Pueblo		
Vindice (Sat) Ind.....	"	©	3,300

CONNECTICUT.

Sole (Sat) Rep.....	Bridgeport		
Corriere del Connecticut (Sat) Rep.....	New Haven	©	4,000
Indipendente (Morn ex Mon).....	"		

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
 † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
 are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
 average circulation for six months ending September 30, 1914, unless otherwise noted.

ITALIAN PAPERS—Continued.**ILLINOIS.**

L'Italia (Tu, Thur & Su) Ind.....	Chicago	©	34,842
La Tribuna Italiana Trans-Atlantica (Sat) Ind.....	"		—

MASSACHUSETTS.

Gazzetta del Massachusetts (Fri) Ind.....	Boston	©	10,253
La Tribuna del Popolo (Sat) Ind.....	"	©	11,000

NEW YORK.

Il Bastone (Sat) Ind.....	Albany		—
L'Araldo Italiano (Morn ex Mon) Ind.....	New York City		—
{ Bollettino Della Sera (Morn & Eve ex Su) Rep.....	"		—
{ America (Su Morn) Rep.....	"		—
Eco d'Italia (Thur) Ind.....	"		—
Follia di New York (Su) Rep.....	"	©	27,800
Giornale Italiano (Morn & Su).....	"		—
{ Progresso Italo Americano (Morn ex Su) Ind.....	"	\$	32,119
{ Progresso Italo Americano (Su Morn) Ind.....	"	\$	63,854
Risveglio Coloniale (Fri) Dem.....	Syracuse	©	7,200

OHIO.

Corriere dell' Ohio (Wkly) Ind.....	Cincinnati	©	5,000
Voce del Popolo Italiano (Fri) Non-Part.....	Cleveland		—

PENNSYLVANIA.

Stella Coloniale (Sat) Ind.....	Pen Argyl		—
Opinione (Morn & Su) Rep.....	Philadelphia		—
La Voce del Popolo (Morn ex Mon) Ind.....	"	\$	25,000
Il Minatore (Thur) Ind.....	Scranton		—

TEXAS.

Messaggero Italiano (Sat) Ind.....	San Antonio		—
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CANADA.

L'Independent Corriere del Canada (Sat) Lib.....	Montreal, Que.	©	9,000
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\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

JAPANESE PAPERS.

CALIFORNIA.

Japanese-American (Morn ex Su) Non-Polit.....	San Francisco	©	12,000
Japanese-American (Su Morn) Non-Polit.....	"	©	12,500
New World (Morn ex Su) Ind.....	"	\$	6,573

NEW YORK

Japanese-American Commercial Weekly (Sat) Coml.....	New York City	—	
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WASHINGTON.

North American Times (Daily) Ind.....	Seattle	—	
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CANADA.

Tairiku Nippo (Eve ex Su) Non-Part.....	Vancouver, B. C.	*	3,200
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JEWISH (YIDDISH) PAPERS.

CALIFORNIA.

California Jewish Voice (Fri) Ind.....	San Francisco	—	
Emanu-El (Fri) Semi-Relig.....	"	©	14,500

ILLINOIS.

Jewish Call (Morn ex Sat) Ind.....	Chicago	—	
Jewish Courier (Morn ex Sat) Ind.....	Chicago	\$	36,247
(Su Morn)	"		
Jewish Labor World (Fri) Lab.....	"	—	
Jewish Press (Morn ex Sat) Ind-Rep.....	"	—	

MASSACHUSETTS.

Jewish American (Fri) Ind.....	Boston	©	48,345
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\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

MISSOURI

NEW YORK

OHIO.

OREGON.

PENNSYLVANIA

CANADA

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
average circulation for six months ending September 30, 1914, unless otherwise noted.

LITHUANIAN PAPERS.

ILLINOIS.

Katalikas (Eve ex Su) Ind.....	Chicago	—
Lietuva (Fri) Ind.....	"	© 10,000

MASSACHUSETTS.

Kelewis (Thur) Non-Part-Prog.....	Boston	© 17,476
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NEW YORK.

Tevyne (Thur) Non-Part.....	New York City	© 6,500
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PENNSYLVANIA.

Saul (Tu & Fri) Ind.....	Mahanoy City	—
Dilgeles (Fortnightly) Ind.....	Pittsburgh	© 2,800

NORWEGIAN PAPERS.

IOWA.

Evangelisk Luthersk Kirketidende (Wed) Luth.....	Decorah	—
Posten (Tu & Fri) Ind.....	"	© 30,000

MINNESOTA.

Folkebladet (Wed) Luth.....	Minneapolis	—
Lutherske Missionaer (Wed) Luth.....	"	© 4,200
Ungdommens Ven (S-M) Lit.....	"	—

NEW YORK.

Nordisk Tidende (Thur) Ind.....	Brooklyn	* 10,000
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NORTH DAKOTA.

Fram (Thur) Ind.....	Fargo	—
Normanden (Wed) Ind.....	Grand Forks	© 7,000

WISCONSIN.

Reform (Tu) Prohib.....	Eau Claire	—
Amerika (Fri) Rep.....	Madison	—

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

NORWEGIAN-DANISH PAPERS.

ILLINOIS.

Evangelisten (Wed) Free Church.....	Chicago	_____
Kristelige Talemand (Thur) Meth.....	"	_____
Revyen (Sat) Socl.....	"	_____
Scandia (Fri) Ind.....	"	_____
{ Skandinaven (Eve ex Su, also Su Morn) Rep.....	"	_____
{ Skandinaven (Wed & Fri) Rep.....	"	_____
Verdens Gang (Fri) Ind.....	"	_____

IOWA.

Dannevirke (Wed) Ind.....	Cedar Falls	©	2,850
Kvinden og Hjemmet (M) Family.....	Cedar Rapids	*	60,000
Visergutten (Thur) Rep.....	Story City	©	13,000

MINNESOTA.

Illustreret Familie Journal (M) Lit.....	Minneapolis	_____
Kvindens Magasin (M) Lit.....	"	_____
Lutheraneren (Wed) Luth.....	"	_____
Skandinaviska Good Templaren (M) I O G T.....	"	© 12,500
{ Tidende (Eve ex Sat & Su) Ind.....	"	} \$ 7,340
{ Tidende (Su Morn) Ind.....	"	
{ Tidende (Thur) Ind.....	"	
Ugebladet (Thur) Rep.....	"	_____

NEBRASKA.

Danske Pioneer (Thur) Ind.....	Omaha	©	37,265
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NEW JERSEY.

Spegefuglen (M) Humorous.....	Perth Amboy	©	1,600
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NEW YORK.

Nordlyset (Thur) Ind.....	Brooklyn	_____
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OREGON.

Pacific Skandinaven (Thur) Rep.....	Portland	_____
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* Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

NORWEGIAN-DANISH PAPERS—Continued.

SOUTH DAKOTA.

Fremad (Thur) Ind.....	Sioux Falls	©	5,600
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WASHINGTON.

Washington Posten (Fri) Ind-Rep.....	Seattle	©	10,000
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WISCONSIN.

Folkets Avis (Fri) Ind.....	Racine	—	
Norden (M) Family.....	"	—	

CANADA.

Norrøna (Thur) Lib.....	Winnipeg, Man.	©	6,800
Danebrog (Fri) Con.....	Ottawa, Ont.	©	2,140

POLISH PAPERS.

ILLINOIS.

Cepy (Su) Humorist.....	Chicago	©	17,850
Dziennik Chicagoski (Eve ex Su) Ind-Dem.....	Chicago	\$	30,057
{ Dziennik Ludowy (Morn ex Su) Socl.....	"	—	
{ Bicz Bozy (Su Morn) Lit.....	"	—	
Dziennik Narodowy (Eve ex Su) Rep.....	"	—	
Dziennik Zwiazkowy (Zgoda) (Eve ex Su) Ind-Rep.....	"	\$	33,884
Gazeta Katolicka (Thur) Cath.....	"	—	
Gazeta Polska (Thur) Ind-Rep.....	"	—	
Narod Polski (Wed) Cath.....	"	©	50,397
Rodzina Polska (Tu)	"	—	
Sunday Polish Echo (Su) Ind-Rep.....	"	—	
Zgoda (Thur) Ind.....	"	—	

INDIANA.

Goniec Polski (Wed & Sat) Ind.....	South Bend	*	3,500
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MARYLAND.

Jednosc (Thur) Non-Pol.....	Baltimore	—	
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\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
 † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
 are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
 average circulation for six months ending September 30, 1914, unless otherwise noted.

POLISH PAPERS—Continued.**MICHIGAN.**

Dziennik Polski (Eve ex Su) Ind.....Detroit \$ 7,749

NEW JERSEY.

Glos Narodu (Thur) Ind.....Jersey City —
Kronika (Thur) Ind.....Newark —

NEW YORK.

Gwiazda Wschodu (Sat) Ind.....Brooklyn © 10,000
Dziennik dla Wszystkich (Eve ex Su, & Su Morn) Rep.....Buffalo \$ 11,356
Gazeta Buffaloeska (Wed) Rep....." © 6,550
Polak w Ameryce (Morn ex Su) Prog-Rep....." \$ 9,749

OHIO.

Narodowiec (Thur) Ind.....Cleveland © 6,250
Polonia w Ameryce (Thur) Rep....." —
Ameryka-Echo (Eve ex Su) Ind.....Toledo \$ 29,800
Ameryka-Echo (Su) Ind....." © 160,000
Kuryer-Katolicki (Thur) Dem....." —

PENNSYLVANIA.

Haslo Polskie (Sat) Ind.....Pittsburgh © 8,000
Wielkopolanin (Thur) Cath....." —
Pennsylvanski Gornik (Fri) Ind.....Scranton —
Straz (Sat) Labor....." —
Gornik (Sat) Ind.....Wilkes-Barre © 5,500
Praca (Thur) Ind....." —

WISCONSIN.

Kuryer Polski (Eve ex Su) Rep.....Milwaukee © 25,105
Kuryer Polski (Su Morn) Rep....." © 26,750
{ Nowiny Polski (Eve ex Su) Dem....." —
{ Tygodnik Polski (Thur) Non-Part....." —
Gwiazda Polarna (Sat) Ind.....Stevens Point © 45,000
Rolnik (Fri) Ind....." © 13,000

CANADA.

Gazeta Katolicka (Wed) Cath.....Winnipeg, Man. © 8,942

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
 † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
 are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
 average circulation for six months ending September 30, 1914, unless otherwise noted.

PORTUGUESE PAPERS.

MASSACHUSETTS.

Novidades (Fri) Ind.....	Fall River	_____
Independente (Thur)	New Bedford	© 4,500

RUSSIAN PAPERS.

NEW YORK.

Svit (Thur) Cath.....	New York City	_____
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PENNSYLVANIA.

Amerikansky Russky Vjestnik (Thur) Greek-Cath.....	Homestead	_____
Pravda (Thur) Non-Part.....	Olyphant	_____

RUTHENIAN PAPERS.

NEW JERSEY.

Svoboda (Thur) Ind.....	Jersey City	_____
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PENNSYLVANIA.

Sojus (Thur) Ind.....	Pittsburgh	* 1,500
Hirnyk (Fri) Ind.....	Scranton	_____
Narodna Wola (Thur) Ind.....	"	_____

CANADA.

Canadian Farmer (Fri) Agrl.....	Winnipeg, Man.	© 6,800
Canadian Ruthenian (Sat) Cath.....	"	© 6,798

§ Government statement—See page 5. *Gross circulation. ©Net circulation. □ Can use matrices.
¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
average circulation for six months ending September 30, 1914, unless otherwise noted.

SLOVAK PAPERS.**ILLINOIS.**

Katolicke Slovenske Noviny (Wed) Cath.....	Chicago	☉	8,000
Ludovy Dennik (Eve ex Su) Non-Part.....	Chicago	☉	2,000
Narodny Slovensky Dennik (Morn & Su) Non-Part.....	"	☉	6,432
Rovnost L'udu (Wed) Socl.....	"	*	7,300
Slovensko-Americky Dennik (Morn ex Su) Non-part.....	"	☉	3,000

NEW YORK.

Slovensky Sokol (S-M) Athletic.....	New York City	—	
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OHIO.

Hlas (Wed) Ind.....	Cleveland	☉	9,375
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PENNSYLVANIA.

Amerikansko Slovenske Novny (Wed) Ind.....	Pittsburgh	—	
Slovensky Dennik (Morn ex Su) Ind.....	"	—	
Slovensky Hlasnik (Thur) Luth.....	"	—	
Bratstvo (Thur) Ind.....	Wilkes-Barre	—	

SLOVENIAN PAPERS.**COLORADO.**

Slovenski Narod (Fri) Ind-Labor.....	Pueblo	—	
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ILLINOIS.

Glasilo (Fri) Educ.....	Chicago	☉	11,000
Glas Svobode (Tu & Fri) Ind.....	"	☉	27,000
Proletarec (Tu) Socl.....	"	—	
Amerikanski Slovenec (Tu & Fri) Cath.....	Joliet	—	

§ Government statement—See page 5. * Gross circulation. ☉ Net circulation. ☐ Can use matrices.
 ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
 are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
 average circulation for six months ending September 30, 1914, unless otherwise noted.

SLOVENIAN PAPERS—Continued.**NEW YORK.**

Glas Naroda (Morn ex Su) Ind.....New York City \$ 11,000

OHIO.

Amerika (Tu & Fri) Ind.....Cleveland —

SPANISH PAPERS.**NEW MEXICO.**

Bandera Americana (Fri) Rep.....Albuquerque —
 La Voz del Pueblo (Sat) Dem.....East Las Vegas © 2,800
 Revista Catolica (Su) Cath.....Las Vegas —
 El Nuevo Mexicano (Thur) Prog.....Santa Fe © 2,325
 Revista Ilustrada (M) Lit....." © 5,000
 Revista de Taos (Fri) Rep.....Taos © 4,100

NEW YORK.

La Hacienda (M) Export.....Buffalo —
 El Comercio (M) Export.....New York City © 10,800
 Exportador Americano (M) Export....." —

TEXAS.

El Paso del Norte (Morn ex Mon).....El Paso —
 El Progreso (Morn & Su) Ind.....Laredo © 6,900
 Imparcial de Texas (Thur) Dem.....San Antonio © 13,000
 Regidor (Thur) Rep " —

SWEDISH PAPERS.**CALIFORNIA.**

Vestkusten (Thur) Ind-Rep.....San Francisco © 4,900

COLORADO.

Svensk-Amerikanska Western (Thur) Ind.....Denver —

\$ Government statement—See page 5. *Gross circulation. © Net circulation. □ Can use matrices.
 † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
 are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
 average circulation for six months ending September 30, 1914, unless otherwise noted.

SWEDISH PAPERS—Continued.

ILLINOIS.

Bladet (Tu) Relig.....	Chicago		
Missions Vannen (Tu) Evan-Ind.....	"	◎	18,489
Nya Vecko Posten (Tu) Bap.....	"		
Sandebudet (Tu) Meth.....	"	◎	6,000
Svenska Amerikanaren Hemlandet (Thur) Prog-Rep.....	Chicago	◎	72,996
Svenska Kurlren (Thur) Ind.....	"	◎	42,400
Svenska Tribunen-Nyheter (Tu) Ind.....	"	◎	62,342
Svensk-Amerikanska Familj Journalen (M) Rep.....	Evanston	◎	12,000
Svenska Posten (Fri) Rep.....	Rockford	◎	11,657
Augustana (Thur) Luth.....	Rock Island	◎	20,811
Ungdomsvannen (M) Lit.....	"	◎	6,177

IOWA.

Qvinnan och Hemmet (M) Family.....	Cedar Rapids	*	60,000
Posten (Fri) Ind-Rep.....	Des Moines		
Svenska Monitoren (Fri) Rep.....	Sioux City		

MASSACHUSETTS.

Osterns Weckoblad (Wed) Ind-Rep.....	Worcester		
Skandinavia (Wed) Ind.....	"	◎	13,200
Svea (Wed) Ind.....	"	◎	19,890

MICHIGAN.

Superior Posten (Sat) Rep.....	Ishpeming	◎	5,440
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MINNESOTA.

Posten (Fri) Ind-Rep.....	Duluth		
Nordiska Hem (M) Lit.....	Minneapolis		
Skordemannen (S-M) Agri.....	"		
Svenska Amerikanska Posten (Wed) Ind.....	"	◎	56,200
Svenska Folkets Tidning (Wed) Ind-Rep.....	"		
Svenska Familj-Journal (M) Family.....	"		
Veckobladet (Tu) Ind.....	"	◎	18,786
Svenska Roman Bladet (Sat) Lit.....	Red Wing		
Stats Tidning (Wed) Rep.....	St. Paul		

§ Government statement—See page 5. * Gross circulation. ◎ Net circulation. □ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 8. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

SWEDISH PAPERS—Continued.**MISSOURI.**

Tribunen (Wed) Ind......**Kansas City** _____

NEBRASKA.

Posten (Wed) Ind......**Omaha** © 13,735

NEW YORK.

Finska Amerikanaren (Thur) Ind......**Brooklyn** _____

Skandia (Thur) Rep......**Jamestown** © 5,575

Vartland (Thur) Prog......**Jamestown** _____

Nordstjernan (Tu & Fri) Ind-Rep......**New York City** _____

PENNSYLVANIA.

Svenska Veckobladet (Thur) Ind......**McKeesport** © 5,900

TEXAS.

Posten (Thur) Ind......**Austin** © 4,500

WASHINGTON.

Swedish Press (Thur) Prog......**Seattle** _____

WISCONSIN.

Svenska Amerikanska Tribunen (Fri) Rep......**Superior** _____

CANADA.

Canada Posten (Tu) Ind......**Winnipeg, Man.** _____

Svenska Canada Tidningen (Wed) Lib...... " © 6,400

WELSH PAPERS.**NEW YORK.**

Y'Drych (Thur) Rep......**Utica** _____

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

THE RELIGIOUS PRESS.
(English Publications Only)

ALABAMA.

Alabama Baptist (Wed) Bap.....	Birmingham	_____
Christian Advocate (Thur) Meth.....	"	_____

ARKANSAS.

Arkansas Baptist (Wed) Bap.....	Little Rock	_____
Baptist Advance (Thur) Bap.....	"	_____
Christian Pilot (Tu) Chr.....	"	⊙ 5,500
Western Methodist (Thur) Meth.....	"	⊙ 15,000
Liberator (Thur) Anti-Rom Cath.....	Magnolia	_____
Baptist Commoner (Thur) Bap.....	Texarkana	_____

CALIFORNIA.

Tidings (Fri) Cath.....	Los Angeles	_____
Signs of the Times (Tu) Advent.....	Mountain View	_____
Signs of the Times (M) Advent.....	"	_____
California Christian Advocate (Thur) Meth.....	San Francisco	⊙ 9,031
Leader (Sat) Cath.....	"	_____
Monitor (Sat) Cath.....	"	_____

COLORADO.

Catholic Register (Thur) Cath.....	Denver	_____
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CONNECTICUT.

Catholic Transcript (Thur) Cath.....	Hartford	⊙ 32,920
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FLORIDA

Florida Christian Advocate (Thur) Meth.....	Lakeland	* 3,500
Present Truth Messenger (Thur) Advent-Chr.....	Live Oak	_____

GEORGIA.

Christian Index (Thur) Bap.....	Atlanta	⊙ 12,567
Golden Age (Thur) Undenom.....	"	_____
Home Field (M).....	"	⊙ 20,000
Wesleyan Christian Advocate (Fri) Meth.....	"	_____
Westminster Magazine (M) Presb.....	"	_____

\$ Government statement—See page 5. * Gross circulation. ⊙ Net circulation. □ Can use matrices.
† Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
average circulation for six months ending September 30, 1914, unless otherwise noted.

THE RELIGIOUS PRESS—Continued.

ILLINOIS.

Advance (Thur) Cong.....	Chicago	◎	17,000
Child Apostle (M) Chicago.....	"	◎	27,654
Christian Century (Thur) Chr.....	"		—
Christian Workers' Magazine (M) Evangelistic.....	"		—
Concordia (M)	"	◎	10,000
Continent (Thur) Presb.....	"	◎	35,021
Epworth Herald (Sat) Meth.....	"	◎	94,921
Evangelisten (Norw-Dan) (Wed) Free Church.....	"		—
Extension Magazine (M) Catholic.....	"	◎	170,000
Family Altar (M).....	"	◎	11,500
Institute Tie (M).....	"		—
New World (Sat) Cath.....	"		—
Northwestern Christian Advocate (Wed) Meth.....	"	◎	42,976
Reform Advocate (Sat) Jew-Ref.....	"		—
Standard (Sat) Bap.....	"		—
Boy's World (Sat) Interdenom.....	Elgin	◎	404,776
Girl's Companion (Sat) Interdenom.....	"	◎	336,607
New Century Teacher's Monthly (M) Non-Sect.....	"	◎	51,110
Young People's Weekly (Sat) Non-Sect.....	"	◎	209,908
Katholischer Jugendfreund (M) Ger-Cath.....	Evanston		—
Illinois Baptist (Sat) Bap.....	Marion		—
Lutheran Companion (Sat) Luth.....	Rock Island	◎	6,173
Christian Family (M) Cath.....	Techny		—

INDIANA.

Epworth League Quarterly (Meth).....	Butler	◎	27,000
Christian Conservator (Wed) Un Breth.....	Huntington		—
Our Sunday Visitor (Su) Cath.....	"	◎	265,000
Catholic Columbian Record (Fri) Cath.....	Indianapolis		—
Indian Catholic (Fri) Cath.....	"		—
Religious World (M).....	Muncie	◎	10,000
Ave Maria (Sat) Cath.....	Notre Dame	◎	27,332
General Baptist Messenger (Thur) Bap.....	Owensville		—
Baptist Observer (Thur) Bap.....	Seymour	◎	3,587

IOWA.

Catholic Messenger (Thur) Cath.....	Davenport		—
Christian Worker (M) Ch of Christ.....	Des Moines	◎	2,280
Western World (Sat) Cath.....	"		—
Catholic Tribune (Thur) Cath.....	Dubuque	◎	31,641
Saints' Herald (Wed) Latter Day Saints.....	Lamoni		—

\$ Government statement—See page 5. * Gross circulation. ◎ Net circulation. □ Can use matrices.
 † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
 are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
 average circulation for six months ending September 30, 1914, unless otherwise noted.

THE RELIGIOUS PRESS—Continued.**KANSAS.**

Catholic Advance (Thur) Cath.....	Wichita	_____
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KENTUCKY.

Central Methodist Advocate (Thur).....	Frankfort	_____
Baptist Flag (Thur) Bap.....	Fulton	_____
Central Methodist Advocate (Thur) Meth.....	Lexington	* 8,500
Baptist World (Thur) Bap.....	Louisville	_____
Christian Observer (Wed) Presb.....	"	◎ 26,570
Kentucky S. S. Reporter (M) Interdenom.....	"	◎ 3,200
Pentecostal Herald (Wed) Interdenom.....	"	_____
Western Recorder (Thur) Bap.....	"	_____

LOUISIANA.

Baptist Chronicle (Thur) Bap.....	Alexandria	◎ 3,200
Catholic Churchman (Tu) Cath.....	New Orleans	_____
Christian Advocate (Thur) Meth.....	"	◎ 7,600
Morning Star (Sat) Cath.....	"	◎ 9,867

MARYLAND.

Methodist Protestant (Wed) Meth-Prot.....	Baltimore	_____
Southern Methodist (Thur) Meth.....	"	_____

MASSACHUSETTS.

Christian Endeavor World (Thur) Interdenom.....	Boston	◎ 69,449
Congregationalist & Christian World (Sat) Cong.....	"	_____
{ Congregational Sunday School Lesson Books (Pilgrim Series)—		
Home Department Quarterly.....	"	_____
Intermediate Quarterly.....	"	_____
Junior Quarterly.....	"	_____
Senior Quarterly.....	"	_____
Missionary Herald (M) Cong.....	"	◎ 11,994
Missions (M) Bap.....	"	_____
Pilgrim Teacher (M) Cong.....	"	_____
Pilot (Sat) Cath-Dem.....	"	◎ 90,000
Republic (Sat) Cath-Dem.....	"	_____
Sacred Heart Review (Sat) Cath.....	"	◎ 40,000
St. Andrews Cross (M) Epis.....	"	◎ 8,500
Universalist Leader (Sat) Univ.....	"	_____

§ Government statement—See page 5. * Gross circulation. ◎ Net circulation. □ Can use matrices.
 ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
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 average circulation for six months ending September 30, 1914, unless otherwise noted.

THE RELIGIOUS PRESS—Continued.

Massachusetts—Continued.

Wellapring (Sat) Cong.....	Boston	*	106,480
{ Wilde Sunday School Lesson Books (Peloubet Series)—			
Intermediate Quarterly	"		_____
Junior Quarterly	"		_____
Senior Quarterly	"		_____
Woman's Missionary Friend (M) Meth.....	"	©	51,153
Zion's Herald (Wed) Meth.....	"		_____
Record of Christian Work (M) Interdenom.....	East Northfield		_____

MICHIGAN.

Angelus (Su) Cath.....	Detroit		_____
Michigan Christian Advocate (Sat) Meth.....	"	©	19,002
Banner (Thur) Chr Ref Ch.....	Grand Rapids	©	3,500

MINNESOTA.

United Lutheran (Fri) Luth.....	Minneapolis		_____
Catholic Bulletin (Sat) Cath.....	St. Paul	©	12,000
Northwestern Chronicle (Fri) Cath.....	"		_____

MISSISSIPPI.

Baptist Record (Thur) Bap.....	Jackson	©	8,168
Mississippi Record (Wed) Bap.....	Newton		_____

MISSOURI.

Zion's Ensign (Thur) Latter Day St.....	Independence		_____
Catholic Register (Fri) Cath.....	Kansas City		_____
Central Christian Advocate (Wed) Meth.....	"		_____
Christian Men (M).....	"		_____
Word & Way (Thur) Bap.....	"		_____
Christian Advocate (Wed) Meth.....	St. Louis	*	15,000
Christian Evangelist (Thur) Chr.....	"		_____
{ Christian Sunday School Lesson Books—			
Bible Student Quarterly	"		_____
Home Department Quarterly.....	"		_____
Scholar's Quarterly	"		_____
Youth's Quarterly	"		_____
Christian Philanthropist (M).....	"	*	12,583
Church Progress (Thur) Cath.....	"	©	10,000
Western Watchman (Thur) Cath.....	"		_____

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
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average circulation for six months ending September 30, 1914, unless otherwise noted.

THE RELIGIOUS PRESS—Continued.**NEW YORK.**

Tablet (Sat) Cath.....	Brooklyn	◎	14,476
Catholic Union & Times (Thur) Cath.....	Buffalo		—
America (Sat) Cath.....	New York City		—
American Hebrew & Jewish Messenger (Fri).....	"		—
American Messenger (M) Interdenom.....	"		—
American Missionary (M) Cong.....	"		—
Association Men (M) Y. M. C. A.....	"	◎	30,000
Benziger's Magazine (M) Cath.....	"		—
Catholic News (Sat) Cath.....	"	*	65,000
Catholic World (M) Cath.....	"		—
Christian Advocate (Thur) Meth.....	"		—
Christian Herald (Wed) Interdenom.....	"	◎	279,809
Christian Intelligencer (Wed) Ref Chr.....	"	◎	12,000
Christian Nation (Wed) Scotch-Presb.....	"		—
Christian Work (Sat) Undenom.....	"		—
Churchman (Sat) Epis.....	"		—
Freeman's Journal (Wed) Cath.....	"		—
Homiletic Monthly (M) Cath.....	"		—
Homiletic Review (M) Interdenom.....	"	*	18,000
Irish World (Sat) Cath.....	"		—
Messenger of the Sacred Heart (M) Cath.....	"		—
Missionary Review of the World (M).....	"	*	6,000
Parish Visitor (M) Epis.....	"		—
Sabbath Reading (Fri) Undenom.....	"	◎	77,008
Spirit of Missions (M) Epis.....	"	◎	40,154
Sunday School Lesson Illustrator (M)	"	◎	22,000
Watchman-Examiner (Thur) Bap.....	"	◎	15,000
Witness (Wed) Undenom.....	"	◎	13,193
Women's Home Missions (M) Meth.....	"		—
Wesleyan Methodist (Wed) Meth.....	Syracuse	◎	5,400
Northern Christian Advocate (Thur) Meth.....	Weedsport		—

NORTH CAROLINA.

Presbyterian Standard (Wed) Presb.....	Charlotte	◎	5,145
Christian Sun (Wed) Chr.....	Elon College		—
North Carolina Christian Advocate (Thur) Meth.....	Greensboro		—
Orphans' Friend & Masonic Journal (Fri).....	Oxford		—
Biblical Recorder (Wed) Bap.....	Raleigh	◎	13,725
Christian Advocate (Thur) Meth.....	"	◎	8,000
Charity & Children (Thur) Bap.....	Thomasville	◎	17,865
Zion's Landmark (S-M) Prim-Bap.....	Wilson		—

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 average circulation for six months ending September 30, 1914, unless otherwise noted.

THE RELIGIOUS PRESS—Continued.

OHIO.

Young People's Lesson Quarterly Non-Sect.....	Akron	_____
Adult Bible Class Monthly (M) Meth.....	Cincinnati	_____
American Home Missionary (M) Missionary.....	"	_____
Catholic Telegraph (Thur) Cath.....	"	◎ 10,500
Christian Leader (Tu) Disciples.....	"	_____
Christian Standard (Sat) Chr.....	"	◎ 40,000
Lookout (Sat) Chr.....	"	◎ 120,000
Christian Sunday School Lesson Books (Standard Series)—		
Bible Lesson Quarterly	"	} ◎ 394,500
Home Department Quarterly	"	
Intermediate Quarterly	"	
Junior Quarterly	"	
Primary Teacher's Quarterly	"	
Teacher's Quarterly	"	
Timely Suggestion (Quar).....	"	
Classmate (Sat) Meth S S (Dated also New York).....	"	_____
Herald & Presbyterian (Wed) Presb.....	"	* 22,780
Home & Country (M).....	"	_____
Journal & Messenger (Thur) Bap.....	"	* 9,200
Methodist Review (Bi-M) Meth.....	"	_____
Methodist Sunday School Lesson Books (Berean Series)—		
Home Department Quarterly.....	"	_____
Illustrated Lesson Quarterly.....	"	_____
Intermediate Lesson Quarterly.....	"	_____
Senior Lesson Quarterly.....	"	_____
Missionary Intelligencer (M) Chr.....	"	◎ 13,350
Sunday School Journal (M) Meth.....	"	_____
Western Christian Advocate (Wed) Meth.....	"	_____
Catholic Universe (Fri) Cath.....	Cleveland	◎ 38,270
Evangelical Messenger (Wed) Evan.....	"	◎ 13,000
Evangelical Sunday School Teacher (M) Evan.....	"	_____
Expositor and Current Anecdotes (M) Interdenom.....	"	◎ 14,250
Catholic Columbian (Fri) Cath.....	Columbus	_____
Ohio Endeavorer (M) Chr Endeavor.....	"	* 6,600
Ohio Sunday School Worker (Q).....	"	_____
Herald of Gospel Liberty (Thur) Chr.....	Dayton	* 5,938
Otterbein Teacher (M) Un Breth.....	"	* 12,208
Religious Telescope (Wed) Un Breth.....	"	* 28,500
United Brethren Sunday School Lesson Books (Otterbein Series)—		
Adult Quarterly	"	* 22,200
Home Department Quarterly	"	* 15,300
Intermediate Quarterly	"	* 70,600
Senior Lesson Quarterly	"	* 167,500
Watchword (Sat) Un Breth.....	"	* 42,500
Young Catholic Messenger (S-M) Juv-Cath.....	"	_____

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THE RELIGIOUS PRESS—Continued.**OKLAHOMA.**

Baptist Worker (Thur) Bap.....	Granite	*	3,500
Baptist Messenger (Wed) Bap.....	Oklahoma City		—

OREGON.

Pacific Baptist (Thur) Bap.....	McMinnville		—
Mount Angel Magazine (M) Cath-Lit.....	Mt. Angel	◎	13,550
Pacific Christian Advocate (Wed) Meth.....	Portland		—

PENNSYLVANIA.

Young Lutheran (M) Luth-Juv.....	Greenville		—
Evangelical (Wed) Un Evan Ch.....	Harrisburg	*	10,700
Evangelical Bible Quarterly Evan S S.....	"		—
Evangelical Bible Teacher (M) Evan.....	Harrisburg		—
Adult Class (M) Bap S S.....	Philadelphia	◎	10,850
American Church S. S. Magazine (M) Epis.....	"	*	6,352
Assembly Herald (M) Presb.....	"	◎	53,731
Augsburg S. S. Teacher (M) Luth.....	"		—
Baptist Commonwealth (Thur) Bap.....	"	*	10,800
Baptist Sunday School Lesson Books—			
Advanced Quarterly (Includes Home Department).....	"	◎	485,000
Junior Quarterly	"	◎	228,200
Primary Quarterly	"	◎	206,250
Senior Quarterly	"	◎	182,500
Baptist Superintendent (M) Bap.....	"	◎	5,150
Baptist Teacher (M) Bap.....	"	◎	63,600
Catholic Standard & Times (Sat) Cath.....	"	◎	21,458
Ecclesiastical Review (M) Cath.....	"	*	15,000
Episcopal Recorder (Thur) Ref-Epis.....	"	*	4,300
Forward (Sat) Presb S S.....	"	◎	312,335
Girls' World (Sat) Bap-Juv.....	"	◎	95,385
Heidelberg Teacher (M) Ref Ch.....	"	*	15,400
Home & School (M) Bap-Juv.....	"	◎	15,750
Junior & Intermediate Quarterly Epis.....	"		—
Lutheran (Thur) Luth.....	"	◎	10,215
Lutheran Church Almanac (Yearly) Luth.....	"		—
Lutheran Messenger (M) Luth.....	"	◎	2,400
Lutheran Church Work (Thur) Luth.....	"		—
Lutheran Observer (Fri) Luth.....	"	*	22,000
Methodist Times (Fri) Meth.....	"	◎	10,000
Pennsylvania Herald (M) Interdenom.....	"	◎	9,900

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THE RELIGIOUS PRESS—Continued.**Pennsylvania—Continued.**

Presbyterian (Wed) Presb.....	Philadelphia	*	17,000
Reformed Church Messenger (Thur) Ref Ch.....	"	*	10,700
Reformed Church Sunday School Lesson Books— (Heidelberg Series)			
Advance Scholars' Quarterly	"	*	101,100
Home Department Quarterly	"	*	22,300
Intermediate Quarterly	"	*	27,860
Junior Quarterly	"	*	22,500
Scattered Seeds (M) Friends-Juv.....	"		—
Senior Church Quarterly Epis.....	"		—
Service (M) Bap.....	"	⊙	9,800
Sunday School Times (Sat) Undenom.....	"	*	101,960
Twentieth Century Pastor (M) Interdenom.....	"		—
Way (Sat) Ref Ch.....	"	*	247,000
Westminster Teacher (M) Presb.....	"	⊙	52,923
World Wide (M) Bap-Juv.....	"	⊙	11,600
Young Folks (Sat) Luth.....	"	⊙	3,100
Young Folks Catholic Weekly (Sat) Cath-Juv.....	"	⊙	18,500
Young People (Sat) Bap-Juv	"	⊙	135,250
Youth's World (Sat) Bap-Juv.....	"	⊙	88,713
Bible Teacher (M) Un Presb.....	Pittsburg	⊙	7,200
Catholic (Thur) Cath.....	"		—
Christian Advocate (Thur) Meth.....	"		—
Christian Instructor (Tu) United Presb.....	"	⊙	3,100
Christian Union Herald (Thur) United Presb.....	"	⊙	37,900
Methodist Protestant Sunday School Lesson Books—			
Our Bible School Advanced Quarterly.....	"	⊙	80,000
Our Bible School Home Department Quarterly.....	"	⊙	2,500
Our Bible School Intermediate Quarterly.....	"	⊙	25,000
Teacher's Journal (Quar).....	"	⊙	12,000
Methodist Recorder (Wed) Meth-Prot.....	"		—
New Guide (Tu) Meth-Prot.....	"	⊙	23,500
Presbyterian Banner (Thur) Presb.....	"		—
United Presbyterian (Thur) United Presb.....	"	*	17,000
Reformed Church Record (Thur) Ref Ch.....	Reading	⊙	5,589

SOUTH CAROLINA.

Our Monthly (M) Presb.....	Clinton	*	4,200
Thornwell Messenger (Fri) Presb.....	"	⊙	3,400
Lutheran Church Visitor (Thur).....	Columbia	⊙	6,500
Way of Faith (Thur).....	"		—
Associate Reformed Presbyterian (Wed) Ref-Presb.....	Due West		—
Baptist Courier (Thur) Bap.....	Greenville	⊙	7,000

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THE RELIGIOUS PRESS—Continued.

TENNESSEE.

Methodist Advocate-Journal (Thur).....	Athens	_____
Holston Christian Advocate (Wed) Meth.....	Knoxville	_____
Baptist Bullder (Wed) Bap.....	Martin	◎ 2,700
Primitive Baptist (Tu) Bap.....	"	◎ 9,300
Jewish Spectator (Fri).....	Memphis	_____
Adult Student (M) Meth.....	Nashville	◎ 102,471
Baptist & Reflector (Thur) Bap.....	"	◎ 6,000
{ Baptist Sunday School Lesson Books— (Southern Bap Convention Series)		
Adult Bible Class Quarterly.....	"	_____
Advanced Quarterly.....	"	_____
B. Y. P. U. Quarterly.....	"	_____
Teacher (M).....	"	_____
Intermediate Quarterly.....	"	_____
Junior Quarterly.....	"	_____
Christian Advocate (Fri) Meth.....	"	◎ 15,190
{ Christian Sunday School Lesson Books (Gospel Series)—		
Advanced Quarterly.....	"	_____
Intermediate Quarterly.....	"	_____
Primary Quarterly.....	"	_____
Cumberland Presbyterian (Thur) Presb.....	"	_____
Epworth Era (M) Meth.....	"	◎ 15,482
Gospel Advocate (Thur) Chr.....	"	_____
{ Methodist Sunday School Lesson Books—		
Home Department Quarterly.....	"	◎ 52,835
Intermediate Quarterly.....	"	◎ 308,636
Junior Quarterly.....	"	◎ 205,558
Senior Quarterly.....	"	◎ 433,685
Midland Meth (Wed) Meth.....	"	◎ 11,215
Presbyterian Advance (Thur) Presb.....	"	_____
Sunday School Magazine (M) Meth.....	"	◎ 114,434
Visitor (Su) Meth S S.....	"	◎ 153,704
Watchman (M) Advent.....	"	◎ 35,500
Cumberland Presbyterian Banner (Fri) Presb.....	Tullahoma	_____

TEXAS.

Firm Foundation (Tu) Chr.....	Austin	_____
Baptist Standard (Thur) Bap.....	Dallas	_____
Christian Courier (Thur) Chr.....	"	_____
Texas Christian Advocate (Thur) Meth.....	"	_____
Southern Messenger (Thur) Cath.....	San Antonio..	◎ 6,800

UTAH.

Juvenile Instructor (S-M) Mormon.....	Salt Lake City	◎ 13,613
Young Woman's Journal (M) Mormon.....	"	_____

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THE RELIGIOUS PRESS—Continued.

VIRGINIA.

Christian Advocate (Wed) Meth.....	Richmond	©	6,475
Earnest Worker (M) Presb.....	"	©	56,000
Foreign Mission Journal (M) Bap	"		_____
Missionary Survey (M) Presb.....	"	©	24,750
Onward (Thur) Presb.....	"	*	36,000
Presbyterian of the South (Wed) Presb.....	"		_____
{ Presbyterian (South) Sunday School Lesson Books—			
{ Home Department & Adult Bible Class Quarterly.....			
{ Lesson Quarterly for Advanced Grades.....			
Religious Herald (Thur) Bap.....	"		_____
Southern Churchman (Sat) Epis.....	"	©	10,000

WEST VIRGINIA.

Baptist Banner (Wed) Bap.....	Parkersburg		_____
Methodist Laymen's Herald (Thur) Meth.....	"		_____

WISCONSIN.

Catholic Citizen (Sat) Cath.....	Milwaukee	©	28,000
Living Church (Sat) Epis.....	"		_____
Our Young People (M) Cath.....	"		_____
Young Churchman (Sat) Epis-Juv.....	"		_____

CANADA.

NEW BRUNSWICK.

Maritime Baptist (Wed) Bap.....	St. John		_____
New Freeman (Sat) Cath.....	"		_____

NOVA SCOTIA.

Presbyterian Witness (Sat) Presb.....	Halifax	*	6,774
Wesleyan (Wed) Meth.....	Truro	©	4,254

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THE RELIGIOUS PRESS—Continued.

ONTARIO.

Catholic Record (Sat) Cath.....	London	⊙	28,750
Canadian Baptist (Thur) Bap.....	Toronto	⊙	6,505
Canadian Churchman (Thur) Epis.....	"		—
Canadian Epworth Era (M) Meth.....	"	*	6,625
Catholic Register (Thur) Cath.....	"		—
Christian Guardian (Wed) Meth.....	"	*	21,767
Church Life (Thur) Ch of Eng.....	"	⊙	8,300
Presbyterian (Thur) Presb.....	"		—
Sunday School Banner (M) Meth.....	"	*	20,592
Westminster (M) Undenom.....	"		—

QUEBEC.

Canadian Messenger of the Sacred Heart (M) Cath.....	Montreal	⊙	62,723
Northern Messenger (Fri) Undenom.....	"		—
Presbyterian Record (M) Presb.....	"		—

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ARCHITECTURE, BUILDING, LUMBER, EN-
GINEERING AND ALLIED PRESS.

CALIFORNIA.

Architect & Engineer of California (M).....	San Francisco	_____
Pacific Coast Architect (M).....	"	_____

ILLINOIS.

American Carpenter & Builder (M).....	Chicago	©	41,578
American Contractor (Sat).....	"	*	12,000
American Lumberman (Sat)	"		_____
Building Materials (S-M).....	"		_____
Construction News (Sat).....	"		_____
Domestic Engineering (Sat).....	"		_____
Engineering-Contracting (Wed)	"		_____
National Builder (M).....	"	©	21,563
Lumber World-Review (Bi-M).....	"	©	3,655

MASSACHUSETTS.

Architectural Review (M).....	Boston	_____
Brickbuilder (M)	"	© 5,395

MINNESOTA.

Kleth's Magazine (M).....	Minneapolis	©	12,100
Mississippi Valley Lumberman (Fri).....	"		_____
Western Architect (M).....	"	©	5,075

NEW YORK.

American Architect (Wed).....	New York City	©	3,256
American Homes & Gardens (M).....	"		_____
Architectural Record (M).....	"		_____
Architecture (M)	"		_____
Architecture & Building (M).....	"		_____
Building Age (M).....	"	©	19,487
Craftsman (M)	"		_____
Engineering Record (Sat).....	"	©	17,259
Lumber Trade Journal (S-M).....	"		_____

OHIO.

Ohio Architect, Engineer & Builder (M).....	Cleveland	_____
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OKLAHOMA.

Southwestern Industrial News (S-M).....	Oklahoma City	_____
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ARCHITECTURE AND BUILDING PRESS—Continued.**OREGON.**

Timberman (M)	Portland	©	3,400
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PENNSYLVANIA.

Bullders' Guide (Wed).....	Philadelphia	*	5,000
Construction Record (Sat).....	Pittsburg	*	3,800

BAKING AND CONFECTIONERY PRESS.**CALIFORNIA.**

Bakers' & Confectioners' Review (M).....	Los Angeles	©	3,400
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GEORGIA.

New South Baker (M).....	Atlanta	©	3,942
Soda Dispenser (M).....	"	©	9,950
Sweets (M)	"	©	4,562

ILLINOIS.

Bakers' Helper (M).....	Chicago		
Candy & Ice Cream (M).....	"	©	3,680

NEW YORK.

Bakers' Review (Ger & Eng) (M).....	New York City	*	6,916
Bakers' Weekly (Sat).....	"	©	6,263
Confectioners' Gazette (M).....	"	©	7,000
Ice Cream Trade Journal (M).....	"	©	1,241
International Confectioner (M).....	"		
Retail Baker (Ger & Eng) (M).....	"	©	4,728
Soda Fountain (M).....	"	©	20,829

OHIO.

Confectioners' Review (M)	Cincinnati		
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PENNSYLVANIA.

Confectioners' Journal (M).....	Philadelphia	©	6,006
National Baker (M).....	"	©	2,100

BUSINESS EFFICIENCY PRESS.**ILLINOIS.**

Business Philosopher (M)	Area		
Office Appliances (M).....	Chicago		
System (M)	"	©	143,179

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BUSINESS EFFICIENCY PRESS—Continued.**INDIANA.**

Stenotypist (M)Indianapolis © 16,666

MASSACHUSETTS.

Commercial Travelers' Magazine (Quar).....Springfield —

MICHIGAN.

Business (M)Detroit —

Modern Methods (M)..... " © 52,021

OHIO.

Business Educator (M ex July & Aug).....Columbus * 12,488

CEMENT AND ALLIED PRESS.**ILLINOIS.**

Cement & Engineering News (M).....Chicago * 7,000

Cement Era (M)..... " —

Cement World (M)..... " © 19,119

Monumental News (M) " © 3,300

MICHIGAN.

Concrete-Cement Age (M).....Detroit © 5,932

NEW YORK.

Stone (M)New York City —

CIVIC PRESS.**ILLINOIS.**

Public Service (M).....Chicago © 21,261

INDIANA.

Municipal Engineering (M).....Indianapolis —

IOWA.

American Municipalities (M).....Marshalltown * 5,714

MICHIGAN.

The Detrolter (Mon).....Detroit © 3,800

NEW YORK.

American City (M).....New York City © 8,100

Town Development (M)..... " —

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CIVIC PRESS—Continued.

NORTH CAROLINA.

Southern Good Roads (M).....Lexington * 10,450

OHIO.

Better Roads (M).....Dayton © 16,000

CANADA.

Western Municipal News (M).....Winnipeg, Man. _____

Civillan (Fort)Ottawa, Ont. © 2,700

Canadian Municipal Journal (M).....Montreal, Que. © 3,400

DRUGS, OIL, PAINT AND ALLIED PRESS.

GEORGIA.

Southern Carbonator & Bottler (M).....Atlanta © 2,500

ILLINOIS.

Journal of N. A. R. D. (Thur).....Chicago _____

National Drug Clerk (M)..... " © 10,192

Paint, Oil & Drug Review (Wed)..... " © 2,525

Western Druggist (M)..... " © 13,225

MICHIGAN.

Bulletin of Pharmacy (M).....Detroit * 17,450

Retail Druggist (M)..... " _____

MISSOURI.

American Paint and Oil Dealer (M).....St. Louis © 10,000

Meyer Brothers' Druggist (M)..... " _____

National Druggist (M)..... " © 9,000

NEW JERSEY.

Physicians' Drug News (M).....Newark * 4,700

NEW YORK.

American Druggist (S-M).....New York City _____

Critic & Guide (M)..... " _____

Druggists' Circular (M)..... " _____

Merck's Report (M) " _____

Pharmaceutical Era (M)..... " © 20,642

Practical Druggist (M)..... " * 7,000

Wallpaper News (M)..... " _____

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

DRUG, OIL, PAINT AND ALLIED PRESS—Continued.**TEXAS.**

Cotton & Cotton Oil News (Mon).....	Dallas	©	6,000
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CANADA.

Canadian Druggist (M).....	Toronto, Ont.	©	2,587
Canadian Pharmaceutical Journal (M).....	"	©	1,900
Pharmaceutical Journal (M).....	Montreal, Que.	©	2,000

DRY GOODS AND ALLIED PRESS.**CALIFORNIA.**

Apparel Gazette (M).....	Los Angeles	©	2,313
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GEORGIA.

Cotton (M)	Atlanta	©	4,080
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ILLINOIS.

Dry Goods Reporter (Sat).....	Chicago	©	2,806
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MASSACHUSETTS.

American Wool & Cotton Reporter (Thur).....	Boston	©	7,000
Textile World Record (M).....	"	©	5,236

NEW YORK.

American Silk Journal (M).....	New York City		_____
Dress Essentials (M).....	"		_____
Dry Goods (M).....	"	*	7,000
Dry Goods Economist (Sat).....	"	©	14,046
Dry Goods Guide (M).....	"		_____
Lace & Embroidery Review (M).....	"		_____
Nugent's Bulletin (S-M).....	"	*	5,061
Trade Record (Morn ex Su).....	"	\$	4,126
Women's Wear (Eve ex Su).....	"	\$	6,771

NORTH CAROLINA.

Mill News (Thur).....	Charlotte	©	6,062
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PENNSYLVANIA.

Textile Colorist (M).....	Philadelphia	©	3,950
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CANADA.

Clothier & Haberdasher (M).....	Toronto, Ont.	*	3,200
Dry Goods Review (S-M).....	"		_____

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

EDUCATIONAL PRESS.**ALABAMA.**

Educational Exchange (M).....	Birmingham	©	3,600
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CALIFORNIA.

Sierra Educational News (M ex July & Aug).....	San Francisco		_____
Western Journal of Education (M).....	"	*	4,000

ILLINOIS.

School & Home Education (M ex July & Aug).....	Bloomington		_____
American Educational Review (M).....	Chicago		_____
Gregg Writer (M).....	"	©	30,181
School Science & Mathematics (M ex July, Aug & Sept).....	"	©	3,450
Shorthand Writer (M).....	"		_____
World's Chronicle (Sat).....	"		_____
Correct English (M ex July & Aug).....	Evanston		_____
School Century (M).....	Oak Park	©	25,450
School News & Practical Educator (M ex Aug).....	Taylorville	*	13,595

INDIANA.

Educator-Journal (M)	Indianapolis		_____
Teacher's Journal (M).....	Marion		_____

KANSAS.

Western School Journal (M).....	Topeka		_____
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KENTUCKY.

Southern School Journal (M).....	Lexington		_____
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MARYLAND.

Atlantic Educational Journal (M ex July & Aug).....	Baltimore	©	14,500
Journal of Educational Psychology (M ex July & Aug).....	"	©	5,700

MASSACHUSETTS.

American Primary Teacher (M ex July & Aug).....	Boston		_____
Journal of Education (Thur).....	"		_____
Our Dumb Animals (M).....	"	©	57,500
Popular Educator (M ex July & Aug).....	"	©	42,216
Primary Education (M ex July & August).....	"	©	81,233
School Arts Magazine (M ex July & August).....	"	*	12,000
Kindergarten Review (M ex July & August).....	Springfield		_____

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
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 average circulation for six months ending September 30, 1914, unless otherwise noted.

EDUCATIONAL PRESS—Continued.**MICHIGAN.**

Moderator Topics (Thur).....Lansing © 5,400

MINNESOTA.

School Education (M ex June, July & August).....Minneapolis —

MISSOURI.

Missouri School Journal (M).....Jefferson City © 2,500

NEBRASKA.

Nebraska Teacher (M)Lincoln —

Nebraska School Review (M).....Omaha —

NEW YORK.

American Education (M ex July & August).....Albany —

Normal Instructor & Primary Plans (M ex July & August).....Dansville © 125,000

Teachers' Gazette (M ex July & August).....Milford —

American Penman (M)New York City © 20,000

Educational Foundations (M ex July & Aug)....." —

Phonographic World & Commercial School Review (M).... " —

School (Thur) " * 30,000

School Journal (M ex July & Aug)..... " —

Teachers' Magazine (M ex July & Aug)..... " —

School Bulletin (M)Syracuse —

NORTH CAROLINA.

North Carolina Education (M ex July & Aug).....Raleigh —

NORTH DAKOTA.

Westland Educator (M)Lisbon © 1,200

OHIO.

Ohio TeacherAthens —

Ohio Educational Monthly (M)Columbus —

OKLAHOMA.

Oklahoma School Herald (M ex July & August).....Oklahoma City © 2,500

Progress (M ex July & Aug)..... " © 4,721

OREGON.

Teachers' Monthly (M ex July & Aug).....Salem —

PENNSYLVANIA.

Pennsylvania School Journal (M)Lancaster * 6,500

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

EDUCATIONAL PRESS—Continued.**SOUTH DAKOTA.**

South Dakota Educator (M ex July & Aug).....Mitchell ☉ 2,700

TENNESSEE.

Progressive Teacher (M ex July & Aug).....Nashville ☉ 21,160

UTAH.

Character Builder (M)Salt Lake City —

WEST VIRGINIA.

West Virginia Educator (M)Charleston * 4,800

West Virginia School Journal (M)Morgantown ☉ 3,750

WISCONSIN.

Wisconsin Journal of Education (M ex July & Aug).....Madison —

American Journal of Education (M)Milwaukee —

American School Board Journal (M)....." ☉ 10,500

Catholic School Journal (M ex July & Aug)....." —

CANADA.

Canadian Teacher (S-M ex July & Aug).....Toronto, Ont. ☉ 6,500

ELECTRICITY AND ALLIED PRESS.**GEORGIA.**

Electrical Engineering (M)Atlanta ☉ 8,133

Southern Electrician (M) " —

ILLINOIS.

Bell Telephone News (M)Chicago ☉ 34,000

Electric City Magazine (M)....." —

Electric Traction (M) " —

Electrical Mining (M) " ☉ 9,000

Electrical Review & Western Electrician (Sat)..... " ☉ 8,740

Electrical Vehicle (M) " ☉ 7,500

Practical Electricity & Engineering (M) " ☉ 18,000

Railway Electrical Engineer (M) " * 2,288

Telephone Engineer (M) " ☉ 7,000

Telephony (Sat) " ☉ 5,000

NEW YORK.

Central Station (M)New York City ☉ 7,450

Electric Railway Journal (Sat) " ☉ 6,577

Electrical Record (M) " * 9,000

§ Government statement—See page 5. * Gross circulation. ☉ Net circulation. ☐ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

ELECTRICITY AND ALLIED PRESS—Continued.

New York—Continued.

Electrical World (Sat)	New York City	©	16,479
Isolated Plant (M)	"		—
Journal of the Telegraph (M)	"		—
Telegraph & Telephone Age (S-M).....	"	©	8,500
World's Advance	"	©	135,342
National Electrical Contractor (M).....	Utica	©	2,950

PENNSYLVANIA.

Electric Journal (M)	Pittsburgh	©	11,463
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TEXAS.

Transmitter (M)	Fort Worth	©	4,280
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FRATERNAL AND LABOR PRESS.

DISTRICT OF COLUMBIA.

American Federationist (M)	Washington		—
Journal of the Knights of Labor (M).....	"		—
Machinists' Monthly Journal (M).....	"	*	76,916
National Hibernian (M)	"		—

ILLINOIS.

Chicago Federationist (M).....	Chicago	©	22,700
Columbian & Western Catholic (Fri).....	"	©	22,500
Commercial Telegraphers' Journal (M).....	"		—
Masonic Chronicler (Sat)	"	*	24,800
Masonic Voice-Review (M).....	"		—
Union Labor Advocate (M).....	"	*	30,000
Union Leader (Sat).....	"	©	22,000
Mystic Worker (M)	Mt. Morris	©	78,000
Modern Woodman (M)	Rock Island	©	957,583
Royal Neighbor (M)	"		—
Court of Honor (M)	Springfield	©	87,800

INDIANA.

Mooseheart Magazine (M)	Anderson	*	428,000
Charlot (M)	Crawfordsville	©	105,000
Bricklayer, Mason & Plasterer (M).....	Indianapolis	©	55,600
Bridgeman's Magazine (M)	"		—
Carpenter (M)	"		—
Chronicle (M)	"		—
Journeyman Barber (M)	"		—
Typographical Journal (M)	"		—

§ Government statement—See page 5. *Gross circulation. ©Net circulation. □ Can use matrices.
¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
average circulation for six months ending September 30, 1914, unless otherwise noted.

FRATERNAL AND LABOR PRESS—Continued.**Indiana—Continued.**

United Mine Workers' Journal (Thur).....	Indianapolis	_____
Painter & Decorator (M)	Lafayette	_____
Eagle Magazine (M)	South Bend	◎ 361,666
Owl (M)	"	* 7,246

IOWA.

Modern Brotherhood (M)	Cedar Rapids	◎ 140,000
Railway Conductor (M)	"	◎ 49,836
Loyal Workman (M)	Des Moines	_____
Yeoman Shield (M)	"	_____
Labor Leader (Fri)	Dubuque	◎ 3,350

KANSAS.

Bollermakers' Journal (M)	Kansas City	◎ 17,550
Knights & Ladies of Security (M)	Topeka	◎ 130,000

KENTUCKY.

Union Journal (M)	Covington	_____
Masonic Home Journal (S-M).....	Louisville	◎ 47,043

LOUISIANA.

United Labor Journal (Sat)	New Orleans	_____
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MASSACHUSETTS.

Granite Cutters' Journal (M)	Quincy	_____
National Grange Monthly (M)	Westfield	_____

MICHIGAN.

Advance Advocate (M)	Detroit	◎ 20,821
Bee Hive (M).....	"	◎ 226,380
Fraternal Index (M)	"	◎ 17,000
Motorman & Conductor (M)	"	◎ 59,150
Ladies' Review (M)	Port Huron	◎ 174,000
Lady Maccabee (M)	"	* 51,750

MINNESOTA.

A. O. U. W. Guide (Thur)	St. Paul	◎ 11,209
Jolly Elk (M)	"	* 4,450
Odd Fellow Review (M)	"	_____

MISSOURI.

Railway Carmen's Journal (M)	Kansas City	◎ 33,500
International Musician (M)	St. Louis	◎ 68,000
National Elk's Horn (M).....	"	◎ 51,000
Railroad Telegrapher (M)	"	_____

§ Government statement—See page 5. * Gross circulation. ◎ Net circulation. □ Can use matrices.
 ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
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 average circulation for six months ending September 30, 1914, unless otherwise noted.

FRATERNAL AND LABOR PRESS—Continued.**NEBRASKA.**

Sovereign Visitor (M)	Omaha	©	757,103
Tidings (M)	"	*	150,000

NEW JERSEY.

Columbiad (M)	Hoboken	*	320,497
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NEW YORK.

C. M. B. A. Advocate (M)	Buffalo	—	
Elk's Antler (M)	New York City	—	
Labor World of New York & New Jersey (Sat)	"	—	
I. O. O. F. Lodge Record (S-M)	Watertown	©	8,000

OHIO.

Express Gazette (M)	Cincinnati	©	17,500
International Molders' Journal (M)	"	—	
Locomotive Engineers' Journal (M)	Cleveland	—	
Railroad Trainman (M)	"	©	131,000

PENNSYLVANIA.

Red Men's Review (M)	Millmont	©	26,853
Railroad Wire & Signal (M)	Philadelphia	—	
Traveling Elk (M)	"	©	5,864

RHODE ISLAND.

L'Union (Fr) (M)	Woonsocket	©	25,400
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TENNESSEE.

Confederate Veteran (M)	Nashville	*	18,666
American Pressman (M)	Rogersville	—	

WISCONSIN.

Friend & Guide (M)	Neenah	©	20,533
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CANADA.

Canadian Royal Templar (M)	Hamilton, Ont.	©	9,392
Canadian (Fr & Eng) (M)	Kingston, Ont.	—	
Canadian Woodman (M)	London, Ont.	©	14,700
Canadian Workman (M)	Orilla, Ont.	—	
Freemason (M)	Toronto, Ont.	*	12,400
Sons of England Record (M)	"	*	29,500

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
 ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
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 average circulation for six months ending September 30, 1914, unless otherwise noted.

FURNITURE AND ALLIED PRESS.**ILLINOIS.**

Furniture Journal (S-M).....	Chicago	©	6,884
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INDIANA.

Furniture Industry (M)	Evansville	©	2,000
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MICHIGAN.

Furniture Record (M).....	Grand Rapids	©	3,589
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MISSOURI.

Furniture News (M)	St. Louis	©	3,500
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NEW YORK.

Decorative Furnisher (M).....	New York City		_____
Furniture World (Thur)	"		_____
House Beautiful (M)	"	*	50,484
House Furnishing Review (M)	"		_____
Upholsterer (M)	"		_____

NORTH CAROLINA.

Southern Furniture Journal (M).....	High Point		_____
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OHIO.

Furniture Worker (S-M).....	Cincinnati	©	5,000
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GRAIN AND MILLING PRESS.**ILLINOIS.**

American Co-Operative Journal (M).....	Chicago	©	8,750
Grain Dealers' Journal (S-M).....	"	©	5,391
Operative Miller (M)	"		_____

MINNESOTA.

Northwestern Miller (Wed)	Minneapolis		_____
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NEW YORK.

Flour, Hay, Grain & Feed (M).....	New York City	©	3,000
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CANADA.

Grain Growers' Guide (Wed).....	Winnipeg, Man.	©	34,548
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§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

HARDWARE, FARM IMPS. AND ALLIED PRESS—Continued.

NEW YORK.

American Blacksmith (M).....	Buffalo		
Blacksmith & Wheelwright (M)	New York City	⊙	8,889
Hardware Age (Thur).....	"	*	16,626
Hardware Dealers' Magazine (M)	"	⊙	18,500
Hardware Review (M)	"	⊙	14,000
Harness (M)	"	*	3,500
Heating & Ventilating Magazine (M).....	"		
Hub (M)	"	*	4,000
Metal Industry (M)	"		
Metal Worker, Plumber & Steam Fitter (Sat).....	"	*	10,350
Plumbers' Trade Journal (S-M).....	"		
Harness Gazette (M)	Rome	⊙	2,600
Carriage Dealers' Journal (M)	Troy		

OHIO.

Spokesman (M)	Cincinnati	⊙	5,000
Foundry (M)	Cleveland		
Iron Trade Review (Thur).....	"		
Implement Age (Sat)	Springfield		

PENNSYLVANIA.

Carriage Monthly (M)	Philadelphia	*	4,000
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WISCONSIN.

American Thresherman (M)	Madison		
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CANADA.

Canadian Blacksmith & Woodworker (M)	Winnipeg, Man.	*	3,247
Canadian Farm Implements (M)	"	*	3,202
Canadian Hardware Journal (M).....	Toronto, Ont.	*	3,300
Canadian Implement & Vehicle Trade (M).....	"		
Hardware & Metal (Sat).....	"	⊙	3,329

HORSE AND STOCK BREEDING PRESS.

ILLINOIS.

Breeders' Gazette (Wed).....	Chicago	⊙	99,937
Horseman & Spirit of the Times (Tu)	"	⊙	10,000
Horse Review (Wed).....	"		
Live Stock Journal (M)	"		

INDIANA.

Western Horseman (Wed)	Indianapolis	⊙	12,282
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§ Government statement—See page 5. * Gross circulation. ⊙ Net circulation. □ Can use matrices.
‡ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
average circulation for six months ending September 30, 1914, unless otherwise noted.

HORSE AND STOCK BREEDING PRESS—Continued.

IOWA.

Spirit of the West (Wed).....	Des Moines	_____
Kimball's Dairy Farmer (S-M).....	Waterloo	_____

KENTUCKY.

Thoroughbred Record (Sat).....	Lexington	◎ 4,500
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MASSACHUSETTS.

American Horse Breeder (Wed).....	Boston	◎ 6,000
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MISSOURI.

American Hereford Journal (S-M).....	Kansas City	* 5,500
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NEW YORK.

Horse World (Tu)	Buffalo	_____
Holstein Friesian World (Sat).....	Lacona	◎ 4,000

OHIO.

Horse Journal (Wed).....	Washington C. H.	◎ 3,000
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VERMONT.

Holstein Friesian Register (S-M).....	Brattleboro	◎ 3,679
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HYGIENE, SANITATION AND ALLIED PRESS.

COLORADO.

Sanatorium (Bi-M)	Denver	_____
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ILLINOIS.

Vegetarian Magazine (M).....	Chicago	_____
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MASSACHUSETTS.

Healthy Home (M).....	Athol	* 21,937
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MICHIGAN.

Good Health (M)	Battle Creek	_____
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NEW YORK.

Health Culture (M)	New York City	_____
Journal of the Outdoor Life (M).....	"	◎ 5,600
Naturopath & Herald of Health (Ger & Eng) (M).....	"	_____
Physical Culture (M).....	"	◎ 114,189
Good Health Clinic (M).....	Syracuse	_____

§ Government statement—See page 5. *Gross circulation. ◎Net circulation. □ Can use matrices.
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average circulation for six months ending September 30, 1914, unless otherwise noted.

HYGIENE, SANITATION AND ALLIED PRESS—Continued.**OHIO.**

Columbus Medical Journal (M).....	Columbus	*	7,500
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PENNSYLVANIA.

In the Open (M).....	Pittsburgh	—	
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CANADA.

Public Health Journal (M).....	Toronto, Ont.	—	
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MEDICAL AND ALLIED PRESS.**ALABAMA.**

Southern Medical Journal (M).....	Mobile	*	5,100
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ILLINOIS.

American Journal of Clinical Medicine (M).....	Chicago	—	
American Journal of Veterinary Medicine (M).....	"	©	7,022
Dental Review (M).....	"	*	4,085
Illinois Medical Journal (M).....	"	©	6,302
Journal of the American Medical Association (Sat).....	"	©	59,828
Medical Standard (M).....	"	©	9,120
Official Bulletin of the Chicago Medical Society (Sat ex July, Aug & Sept)	"	©	2,000

MARYLAND.

American Journal of Nursing (M).....	Baltimore	©	10,200
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MASSACHUSETTS.

Massachusetts Medical Journal (M).....	Boston	©	10,470
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MICHIGAN.

Therapeutic Gazette (M).....	Detroit	*	15,000
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MISSOURI.

Medical Brief (M).....	St. Louis	—	
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NEW JERSEY.

Physicians' Drug News (M).....	Newark	*	4,700
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NEW YORK.

Nurse (M)	Jamestown	*	11,253
American Journal of Obstetrics (M).....	New York City	—	
American Journal of Surgery (M).....	"	©	23,000
Dental Digest (M).....	"	*	16,834
International Journal of Surgery (M).....	"	—	
Journal of Advanced Therapeutics (M).....	"	—	
Journal of Nervous and Mental Diseases (M).....	"	*	3,000

* Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
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 average circulation for six months ending September 30, 1914, unless otherwise noted.

MEDICAL AND ALLIED PRESS—Continued.**New York—Continued.**

Medical Century (M).....	New York City		
Medical Journal (Sat).....	"	◎	28,600
Medical Record (Sat).....	"		
Medical Review of Reviews (M).....	"		
Medical Times (M).....	"	*	5,500
Pediatrics (M)	"		
Trained Nurse & Hospital Review (M).....	"	◎	14,500

OHIO.

Eclectic Medical Journal (M).....	Cincinnati	◎	3,700
Dental Summary (M).....	Toledo	◎	7,465

OREGON.

Medical Sentinel (M).....	Portland	*	3,500
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PENNSYLVANIA.

Annals of Surgery (M).....	Philadelphia	◎	4,950
Medical Council (M).....	"	◎	22,000
Medical Summary (M).....	"	*	10,000
Medical World (M).....	"	◎	21,536
Oral Hygiene (M).....	Pittsburgh	◎	41,914

TENNESSEE.

Southern Practitioner (M).....	Nashville	◎	3,862
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VERMONT.

American Medicine (M).....	Burlington		
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CANADA.

Clinique (Fr) (M).....	Montreal, Que.	◎	3,942
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MUSICAL PRESS.**ILLINOIS.**

Musical Leader (Thur).....	Chicago		
Piano Magazine & Music Industry (M).....	"		
Presto (Thur)	"		

MASSACHUSETTS.

Musician (M)	Boston		
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MISSOURI.

International Musician (M).....	St. Louis	◎	68,000
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NEW JERSEY.

Musical Enterprise (M).....	Camden		
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* Government statement—See page 5. * Gross circulation. ◎ Net circulation. □ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

MUSICAL PRESS—Continued.**NEW YORK.**

Metronome (M)	New York City	_____
Musical Courier (Wed).....	"	_____
Musical Observer (M).....	"	_____
Music Trade Review (Sat).....	"	_____
New Music Review & Church Music Review (M).....	"	◎ 3,000

OHIO.

{ Choir Herald (M).....	Dayton }	_____
{ Choir Leader (M).....	" }	◎ 47,000

PENNSYLVANIA.

Etude (M)	Philadelphia	* 223,600
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VIRGINIA.

Musical Million (M).....	Dayton	* 1,500
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PHOTOGRAPHIC AND ART PRESS.**CALIFORNIA.**

Camera Craft (M).....	San Francisco	◎ 13,500
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ILLINOIS.

Fine Arts Journal (M).....	Chicago	_____
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MASSACHUSETTS.

American Photography (M).....	Boston	* 12,400
Photo Era (M).....	"	_____
Popular Photography (M).....	"	* 8,033

NEW YORK.

Craftsman (M)	New York City	_____
International Studio (M).....	"	_____
Photographic Times (M).....	"	_____
Photo-Miniature (M)	"	_____
Wilson's Photographic Magazine (M).....	"	_____
Keramic Studio (M).....	Syracuse	◎ 4,500

OHIO.

Abel's Photographic Weekly (Sat).....	Cleveland	◎ 3,300
Amateur Photographer's Weekly (Fri).....	"	◎ 5,500

PENNSYLVANIA.

Bulletin of Photography (Wed).....	Philadelphia	◎ 2,217
Camera (M)	"	◎ 7,813

§ Government statement—See page 5. * Gross circulation. ◎ Net circulation. □ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

PRINTING, PAPER AND ALLIED PRESS.**CALIFORNIA.**

Pacific Printer & Publisher (M).....San Francisco © 3,050

ILLINOIS.

Inland Printer (M).....Chicago _____

National Printer-Journalist (M)....." _____

MASSACHUSETTS.

Printing Art (M).....Cambridge © 5,650

NEW YORK.

American Printer (M).....New York City _____

Bookseller, Newsdealer & Stationer (S-M)....." © 7,411

National Lithographer (M)....." _____

Printing Trade News (Tu)....." * 6,800

PENNSYLVANIA.

Master Printer (M).....Philadelphia _____

RAILROAD PRESS.**(STEAM AND ELECTRICAL.)****COLORADO.**

Scenic Lines Employees' Magazine (M).....Denver _____

ILLINOIS.

Illinois Central Employees' Magazine (M).....Chicago _____

Milwaukee Railway System Employees' Magazine (M)....." _____

Railway Review (Sat)....." _____

Railway Electrical Engineer (M)....." * 2,200

Railway Engineering & Maintenance of Way (M)....." _____

Railway Journal (M)....." _____

Railway Master Mechanic (M)....." © 4,250

Rock Island Employees' Magazine (M)....." _____

Santa Fe Employees' Magazine (M)....." © 67,143

Signal Engineer (M)....." © 4,015

Traffic World (Sat)....." © 4,175

IOWA.

Railway Conductor (M).....Cedar Rapids © 40,236

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

RAILROAD PRESS—Continued.**MICHIGAN.**

Advance Advocate (M).....	Detroit	©	20,821
Pere Marquette Monthly Magazine (M).....	"		—

MISSOURI.

Railway Carmen's Journal (M).....	Kansas City	©	33,500
Frisco-Man (M)	St. Louis		—
M. K. & T. Employees' Magazine (M).....	"		—
Railroad Telegrapher (M).....	"		—

NEW JERSEY.

Railroad Employee (M).....	Newark	©	17,083
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NEW YORK.

Switchman's Journal (M).....	Buffalo	©	18,000
Electric Railway Journal (Sat).....	New York City	©	6,577
Erie Railroad Employees' Magazine (M).....	"		—
Railway Age-Gazette (Fri).....	"	©	8,117
Railway Age-Gazette (Mech edn) (M).....	"	©	3,816
Railway & Locomotive Engineering (M).....	"		—

OHIO.

Locomotive Engineers' Journal (M).....	Cleveland		—
Railroad Trainman (M).....	"	©	131,000

SHOE, LEATHER AND ALLIED PRESS.**ILLINOIS.**

Hide & Leather (Sat).....	Chicago	©	4,200
Shoe Findings (M).....	"	*	5,000

MASSACHUSETTS.

American Shoemaking (Sat).....	Boston	©	3,100
Boot & Shoe Recorder (Sat).....	"	©	3,200
Shoe & Leather Reporter (Thur).....	"	*	4,600
Shoe Retailer (Sat).....	"	*	6,900
Superintendent & Foreman (Wed).....	"	*	5,246

PENNSYLVANIA.

American Review of Shoes & Leather (M).....	Philadelphia	©	5,120
Shoe & Leather Facts (M).....	"	©	4,380

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
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 average circulation for six months ending September 30, 1914, unless otherwise noted.

SPORTING, ATHLETIC AND ALLIED PRESS.**CALIFORNIA.**

Breeder & Sportsman (Sat).....	San Francisco	◎	5,170
Pacific Coast Golf & Out Door Sports (M).....	"		—
Western Field (M).....	"		—

COLORADO.

Outdoor Life (M).....	Denver	◎	55,500
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DISTRICT OF COLUMBIA.

Arms and the Man (Thur).....	Washington		—
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GEORGIA.

Southern Golf Magazine (M).....	Atlanta		—
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ILLINOIS.

Base Ball World (Sat).....	Chicago		—
Billiards Magazine (M)	"	◎	35,000
Cherry Circle (M).....	"		—
Golfers' Magazine (M).....	"		—
Outer's Book (M).....	"	*	40,000
Sports Afield (M).....	"		—
Fox & Hound & Trapper's World (M).....	Decatur	*	24,000

MAINE.

Maine Woods (Thur).....	Phillips	*	5,190
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MASSACHUSETTS.

National Sportsman (M).....	Boston	◎	57,729
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MISSOURI.

Sporting Goods Dealer (M).....	St. Louis	◎	12,000
Sporting News (Thur).....	"	◎	75,000

NEW YORK.

American Golfer (M).....	New York City		—
American Lawn Tennis (M).....	"		—
Baseball Magazine (M).....	"	*	75,255
Field & Fancy (Sat).....	"		—
Field & Stream (M).....	"	◎	50,000

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 average circulation for six months ending September 30, 1914, unless otherwise noted.

SPORTING, ATHLETIC AND ALLIED PRESS—Continued.

New York—Continued.

Forest & Stream (M).....	New York City	
Golf (M)	"	
Golf Illustrated & Outdoor America (M).....	"	
Illustrated Record (Sat).....	"	
Motor Boat (S-M).....	"	
Motor Boating (M).....	"	
Motorcycle Illustrated (Thur).....	"	
Outing Magazine (M).....	"	
Police Gazette (Sat).....	"	
Recreation (M)	"	
Rider & Driver (Sat).....	"	© 37,536
Rudder (M)	"	
Telegraph (Morn & Su).....	"	\$ 36,294
Winged Foot (M).....	"	
Yachting (M)	"	
Sporting Goods Gazette (M).....	Syracuse	© 5,200

OHIO.

Sportman's Review (Sat).....	Cincinnati	
Power Boating (M).....	Cleveland	
Hunter-Trader-Trapper (M).....	Columbus	* 85,000

PENNSYLVANIA.

Sporting Life (Sat).....	Philadelphia	© 33,126
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WASHINGTON.

Pacific Motor Boat (M).....	Seattle	© 19,295
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WISCONSIN.

Open Exhaust (M).....	La Crosse	* 3,003
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CANADA.

Canadian Motor Boat (M).....	Toronto, Ont.	
Canadian Motor Cycle (M).....	"	
Rod & Gun in Canada (M).....	Woodstock, Ont.	* 18,950

SUNDAY SCHOOL PRESS.

ILLINOIS.

New Century Sunday School Teachers' Monthly (Non-Sect).....	Elgin	© 51,110
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\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices. † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the average circulation for six months ending September 30, 1914, unless otherwise noted.

SUNDAY SCHOOL PRESS—Continued.

KENTUCKY.

Kentucky Sunday School Reporter (M) (Interdenom).....Louisville © 3,200

MASSACHUSETTS.

{ Congregational Sunday School Lesson Books—
 (Pilgrim Series)
Home Department QuarterlyBoston _____
Intermediate Quarterly " _____
Junior Quarterly " _____
Senior Quarterly " _____
Pilgrim Teacher (M) Cong..... " _____
{ Wilde Sunday School Lesson Books—
 (Peloubet Series)
Intermediate Quarterly " _____
Junior Quarterly " _____
Senior Quarterly " _____

MISSOURI.

{ Christian Sunday School Lesson Books—
Bible Student (Quar).....St. Louis _____
Home Department Quarterly " _____
Scholar's Quarterly " _____
Youth's Quarterly " _____

NEW YORK.

Sunday Companion (Su) Cath.....New York City © 6,000
Watchman-Examiner (Thur) " © 15,000

OHIO.

Young People's Lesson Quarterly Interdenom.....Akron _____
Adult Bible Class Monthly (M) Meth.....Cincinnati _____

{ Christian Sunday School Lesson Books—
 (Standard Series)
Bible Lesson Quarterly " }
Home Department Quarterly " } © 394,500
Intermediate Quarterly " }
Junior Quarterly " }
Primary Teachers' Quarterly " }
Teachers' Quarterly " }
Timely Suggestion " }
{ Methodist Sunday School Lesson Books—
 (Berean Series)
Home Department Quarterly " _____
Illustrated Lesson Quarterly " _____
Intermediate Lesson Quarterly " _____
Senior Lesson Quarterly " _____
Sunday School Journal (M) Meth..... " _____
Evangelical Sunday School Teacher (M)Cleveland _____
Ohio Sunday School Worker (Quar) Interdenom.....Columbus _____
{ United Brethren Sunday School Lesson Books—
 (Otterbein Series)
Adult QuarterlyDayton * 22,200
Home Department Quarterly " * 15,300
Intermediate Quarterly " * 70,600
Senior Quarterly " * 167,500
Otterbein Teacher (M) U Breth..... " * 12,208

\$ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
† Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
are explained on pages 2 and 8. Sworn circulation statements in bold face type. Each rating is the
average circulation for six months ending September 30, 1914, unless otherwise noted.

SUNDAY SCHOOL PRESS—Continued.**PENNSYLVANIA.**

Evangelical Bible Quarterly Evan S S.....	Harrisburg		
Evangelical Bible Teacher (M) Evan.....	"		
Sunday School Lesson Illustrator (M) Evan.....	"		
Adult Class (M) Bap	Philadelphia	©	10,850
American Church Sunday School Magazine (M) Epis.....	"	*	6,352
Augsburg Sunday School Teacher (M) Luth.....	"		
Baptist Sunday School Lesson Books—			
Advanced Quarterly (Includes Home Department).....			
Junior Quarterly			
Primary Quarterly			
Senior Quarterly			
Baptist Superintendent (M) Bap.....	"	©	5,150
Baptist Teacher (M) Bap.....	"	©	62,600
Heidelberg Teacher (M) Ref Ch.....	"	*	15,400
Junior & Intermediate Quarterly Epis	"		
Pennsylvania Herald (M) Interdenom.....	"	©	9,900
Reformed Church Sunday School Lesson Books—			
(Heidelberg Series)			
Advanced Quarterly			
Home Department Quarterly			
Intermediate Quarterly			
Junior Quarterly			
Scattered Seeds (M) Friends	"		
Senior Church Quarterly Epis.....	"		
Westminster Teacher (M) Presb.....	"	©	52,922
Bible Teacher (M) Un Presb.....	Pittsburg	©	7,200
Methodist Protestant Sunday School Lesson Books—			
Our Bible School Advanced Quarterly			
Our Bible School Home Dept. Quarterly.....			
Our Bible School Intermediate Quarterly.....			
Teachers' Journal (Quar).....			

TENNESSEE.

Adult Student (M) Meth.....	Nashville	©	102,471
Baptist Sunday School Lesson Books—			
(Southern Baptist Convention Series)			
Adult Bible Class Quarterly			
Advanced Quarterly			
B. Y. P. U. Quarterly			
Teacher (M)			
Intermediate Quarterly			
Junior Quarterly			
Christian Sunday School Lesson Books—			
(Gospel Series)			
Advanced Quarterly			
Intermediate Quarterly			
Primary Quarterly			
Methodist (South) Sunday School Lesson Books—			
Home Department Quarterly			
Intermediate Quarterly			
Junior Quarterly			
Senior Quarterly			
Sunday School Magazine (M) Meth.....	"	©	114,424

§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
 ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
 are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
 average circulation for six months ending September 30, 1914, unless otherwise noted.

SUNDAY SCHOOL PRESS—Continued.**VIRGINIA.**

{ Presbyterian (South) Sunday School Lesson Books—		
Home Department & Adult Bible Class Quarterly.....	Richmond	—
Lesson Quarterly for Advanced Grades.....	"	—

CANADA.

Sunday School Banner (M) Meth.....	Toronto, Ont.	* 20,592
Westminster (M) Press.....	"	—

UNDERTAKING PRESS.**ILLINOIS.**

Embalmers' Monthly	Chicago	◎ 8,122
Western Undertaker	"	◎ 5,300

NEW YORK.

Director (M)	New York City	◎ 3,850
Sunnyside (M)	"	—

YOUNG PEOPLE'S PRESS.**(RELIGIOUS AND SECULAR.)****ILLINOIS.**

Otwell's Farmer Boy (M)	Carlinville	—
Child Apostle (M)	Chicago	◎ 27,654
Epworth Herald (Sat) Meth.....	"	◎ 94,921
Boys' World (Sat)	Elgin	◎ 404,776
Girls' Companion (Sat)	"	◎ 398,607
Young People's Weekly (Sat) Non-Sect.....	"	◎ 209,998
Young Crusader (M) Temp	Evanston	—
Lutheran Companion (Sat)	Rock Island	◎ 6,173

MASSACHUSETTS.

Christian Endeavor World (Thur) Interdenom.....	Boston	◎ 69,449
Something-to-Do (M)	"	◎ 50,000
Wellspring (Sat) Cong	"	* 106,480
Youth's Companion (Thur)	"	* 450,645
Little Folks (M)	Salem	* 100,000

MICHIGAN.

American Boy (M)	Detroit	—
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* Government statement—See page 5. * Gross circulation. ◎ Net circulation. □ Can use matrices.
 † Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
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 average circulation for six months ending September 30, 1914, unless otherwise noted.

YOUNG PEOPLE'S PRESS—Continued.**NEW YORK.**

Boys' Life (M)	New York City	_____
St. Nicholas (M)	"	◎ 64,855

NORTH DAKOTA.

Rotary (M ex July & Aug)	Lisbon	◎ 8,227
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OHIO.

Classmate (Sat) Meth.....	Cincinnati	_____
{ Christian Standard	"	◎ 40,000
{ Lookout (Sat) Chr.....	"	◎ 120,000
Watchword (Tu) U Breth.....	Dayton	* 42,500
Young Catholic Messenger (S-M) Juv-Cath	"	_____

PENNSYLVANIA.

Young Lutheran (M) Luth.....	Greenville	_____
Forward (Sat) Presb.....	Philadelphia	◎ 212,235
Girls' World (Sat) Bap.....	"	◎ 95,385
Home & School (M) Bap.....	"	◎ 15,750
Lutheran Young People (Sat) Luth.....	"	_____
Service (M) Bap.....	"	◎ 9,800
Way (Sat) Ref Ch.....	"	* 247,000
World Wide (M) Bap	"	◎ 11,600
Young Folks (Sat) Luth.....	"	◎ 3,100
Young Folks' Catholic Weekly (Sat).....	"	◎ 18,500
Young People (Sat) Bap.....	"	◎ 185,250
Youth's World (Sat) Bap.....	"	◎ 86,712
Boys' Magazine (M).....	Smethport	* 100,238

TENNESSEE.

Epworth Era (M) Meth.....	Nashville	◎ 15,482
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UTAH.

Juvenile Instructor (M) Mormon.....	Salt Lake City	◎ 13,613
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VIRGINIA.

Onward (Thur) Presb.....	Richmond	* 36,000
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WISCONSIN.

Our Young People (M) Cath.....	Milwaukee	_____
Young Churchman (Sat) Epis.....	"	_____

§ Government statement—See page 5. * Gross circulation. ◎ Net circulation. □ Can use matrices.
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MISCELLANEOUS UNCLASSIFIED PRESS.

CALIFORNIA.

American Globe (M) Financial.....	Los Angeles	*	10,000
Great West (M)	Sacramento		
Mining & Scientific Press (Sat)	San Francisco	◎	4,614
Pacific Coast Hotel Gazette (Sat).....	"	*	6,000

DISTRICT OF COLUMBIA.

American Forestry (M)	Washington	◎	8,500
Army & Navy Register (Sat).....	"	◎	9,332
Fleet Review (M)	"	◎	6,248
Postal Record (M)	"	◎	31,978
Postmasters' Advocate (M)	"		
R. F. D. News (Sat)	"	*	28,000

GEORGIA.

Commercial Fertilizer (M)	Atlanta	◎	2,474
Laundryman's Guide (M)	"	◎	3,893
Southern Engineer (M)	"	◎	18,448
Southern Machinery (M)	"	◎	6,800

ILLINOIS.

Agents' & Mail Dealers' Magazine (Bi-M).....	Chicago	◎	15,000
Florists' Review (Thur)	"	◎	11,043
Brewer & Maltster (M)	"	*	5,500
Chef & Steward (M)	"		
Factory (M)	"	◎	15,073
Farm Loans & City Bonds (M)	"		
Garment Review (M)	"		
Hotel Bulletin (M)	"		
Hotel Monthly (M)	"	*	6,200
Hotel World (Sat).....	"		
Inland Storekeeper (M)	"		
International Socialist Review (M).....	"		
Irrigation Age (M).....	"	◎	32,522
Merchants' Record & Show Window (M)	"	*	8,741
Milk News (M)	"	◎	10,000
Milliner (M)	"	*	8,033
Mill Supplies (M)	"	*	3,600
Mining & Engineering World (Sat).....	"	*	9,000
Motography (Sat)	"	◎	18,000

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MISCELLANEOUS UNCLASSIFIED PRESS—Continued.**Illinois—Continued.**

Movie Pictorial (Sat)	Chicago		
National Banker (M)	"		
National Cleaner & Dyer (M)	"		
National Engineer (M)	"	◎	21,000
National Harness Review (M)	"	◎	5,000
National Humane Journal (M)	"	◎	9,825
National Jeweler & Optician (M).....	"	◎	10,800
National Laundry Journal (S-M).....	"		
National Real Estate Journal (M)	"	◎	5,500
Office Outfitter (M).....	"		
Photoplay Magazine (M)	"	*	150,000
Practical Engineer (S-M).....	"	◎	22,915
Rand-McNally's Bankers' Monthly (M)	"	◎	5,400
Travelers', Shippers' & Mail Guide (M).....	"	*	32,000
John Willy Hotel Directory (Yearly).....	"	*	18,000
Union Signal (Thur)	Evanston	◎	24,188

INDIANA.

Clay Worker (M)	Indianapolis	◎	5,200
Indianapolis Trade Journal (Sat).....	"	◎	3,390
Jersey Bulletin & Dairy World (Wed).....	"	◎	13,276
Wood Worker (M)	"	*	10,025
Dodge Idea (M).....	Mishawaka	◎	29,500

IOWA.

Russel's Railway Guide (M)	Cedar Rapids		
Children's Home Herald (M)	Des Moines	◎	16,000
Merchants' Trade Journal (M)	"	◎	56,572
Road Maker (M)	"		
Opera House Reporter (Thur)	Estherville	*	5,000
Creamery Journal (S-M).....	Waterloo	◎	5,000

KENTUCKY.

Real Estate Building & Building News (Sat).....	Louisville	◎	5,000
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LOUISIANA.

Lawyer & Banker (Bi-M)	New Orleans	◎	10,800
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MASSACHUSETTS.

Banker & Tradesman (Sat)	Boston	*	10,000
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MISCELLANEOUS UNCLASSIFIED PRESS—Continued.**MICHIGAN.**

Michigan Dairyman (S-M)	Detroit		
Michigan Investor (Sat)	"	⊙	4,300
Michigan Manufacturer & Financial Record (Sat)	"	*	8,000
Michigan Roads & Forests (M)	"	⊙	2,900
Penberthy Engineer & Fireman (M)	"		
Mechanical Digest (M)	Grand Rapids	*	25,000
Postmaster Everywhere (M)	St. Clair	⊙	29,676
Gas Power (M)	St. Joseph	⊙	20,000

MINNESOTA.

Coal Dealer (M)	Minneapolis	⊙	4,250
Commercial West (Sat)	"		
Crow Bar (M)	"		
Twin City Commercial Bulletin (Sat)	"	⊙	5,015
Northwest Dairyman	Northfield	⊙	9,000
Courant (M)	St. Paul		
Cupid's Columns (Bi-M)	"		
Dairy Record (Wed)	"	*	4,000
National Reporter System (Weekly)	"		

MISSOURI.

Menace (Sat)	Aurora	⊙	1,430,000
Independent (Sat)	Kansas City		
Bulletin of Commerce (S-M)	St. Louis	⊙	11,850
Home (M)	"	⊙	23,000
Humorist (M)	"		
Melting Pot (M)	"	⊙	40,000
National Issue (M)	"	⊙	62,000
National Rip Saw (M)	"	⊙	225,000
Toys & Novelties (M)	"		
Word & Works (M)	"	⊙	28,526

NEBRASKA.

Trade Exhibit (Sat)	Omaha	⊙	3,050
Western Banker (M)	"	*	2,500

NEW YORK.

Hacienda (Span) (M)	Buffalo		
Stamp Journal (M)	Florida		
Aeronautics (M)	New York City		
American Exporter (Eng, Fr, Ger, Span edns) (M)	"	*	21,450
American Gas Light Journal (Mon)	"		

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MISCELLANEOUS UNCLASSIFIED PRESS—Continued.**New York—Continued.**

American Machinist (Thur)	New York City	©	22,579
Army & Navy Journal (Sat)	"		_____
Bankers' Home Magazine (M)	"		_____
Bankers' Magazine (M)	"		_____
Barbers' Journal (M)	"		_____
Boiler Maker (M)	"	©	4,800
Bradstreet's (Sat)	"		_____
Cassier's Magazine (M)	"		_____
Caterer & Hotel Proprietors' Gazette (M)	"		_____
Clipper (Wed)	"		_____
Coal Age (Sat)	"	©	8,268
Coal Trade Journal (Wed)	"		_____
El-Comercio (Span) (M)	"	©	10,866
Cuba Review (Eng & Span) (M)	"		_____
Dramatic Mirror (Wed)	"		_____
Dramatic News (Sat)	"	©	30,500
Dun's Review (International edn, Eng & Span) (M)	"		_____
Engineering and Mining Journal (Sat)	"	©	7,720
Engineering Magazine (M)	"		_____
Engineering News (Thur)	"	*	21,958
Exporters' & Importers' Journal (M)	"		_____
Financial Age (Sat)	"	©	15,000
Financial World (Sat)	"		_____
Financier (Sat)	"	©	15,000
Gas Energy (M)	"	*	7,000
Hotel Gazette (Sat)	"		_____
Hotel Register & Review (Sat)	"	©	8,200
Industrial Engineering & Engineering Digest (M)	"		_____
International Marine Engineering (M)	"	©	3,700
Iron Age (Thur)	"	*	12,323
Jewelers' Circular-Weekly (Wed)	"		_____
Machinery (M) (Eng R R & Shop edns)	"	©	26,311
Moody's Magazine (M) (Financial)	"		_____
Motion Picture News (Sat)	"	*	8,000
Movies (Wkly)	"		_____
Moving Picture Stories (Fri)	"		_____
Moving Picture World (Sat)	"	©	16,680
Our Navy (M)	"	©	10,842
Playthings (M)	"		_____
Power (Tu)	"	©	29,385
Shipping Illustrated (Sat)	"		_____
Steam (M)	"		_____

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MISCELLANEOUS UNCLASSIFIED PRESS—Continued.**New York—Continued.**

Steward (M)	New York City		
Survey (Sat)	"	©	20,500
Talking Machine World (M).....	"		
Trade & Transportation (M).....	"		
Trust Companies' Magazine (M).....	"	©	4,890
Typewriter Topics (M).....	"	©	9,250
U. S. Tobacco Journal (Sat).....	"		
Universal Engineer (M).....	"	©	17,100
Water & Gas Review (M).....	"		
Law Notes (M).....	Northport		
Case & Comment (M).....	Rochester	©	14,838
Mantel, Tile & Grate Monthly (M).....	Utica	©	3,000

OHIO.

Schemer (M)	Alliance	©	3,500
American Machine & Tool Record (M).....	Cincinnati		
Billboard (Tu)	"	©	35,000
Five & Ten Cent Store Magazine (M).....	"	©	6,823
Nature & Culture (M).....	"		
Starchroom Laundry Journal (M).....	"		
Marine Review (M).....	Cleveland		

OKLAHOMA.

Oklahoma Retail Merchant (M).....	Oklahoma City	©	22,000
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OREGON.

Chamber of Commerce Bulletin (M).....	Portland	©	28,970
Commercial Review (Fri).....	"	©	4,825

PENNSYLVANIA.

American Fertilizer (Fort).....	Philadelphia	*	2,500
Hotel & Club News (M).....	"		
Keystone Jewelers (S-M).....	"	*	15,500

RHODE ISLAND.

Manufacturing Jeweler (Thur).....	Providence	©	5,000
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TENNESSEE.

Merchant & Manufacturer (M).....	Nashville	©	4,626
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WASHINGTON.

Pacific Fisherman (M).....	Seattle	*	8,250
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§ Government statement—See page 5. * Gross circulation. © Net circulation. □ Can use matrices.
 ¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
 are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
 average circulation for six months ending September 30, 1914, unless otherwise noted.

MISCELLANEOUS UNCLASSIFIED PRESS—Continued.

CANADA.

Canadian Forestry Journal (Bi-M).....	Ottawa, Ont.	⊙	3,000
Canadian Machinery (Thur).....	Toronto, Ont.	*	3,400
Canadian Engineer (Thur).....	"		—
Canadian Manufacturer (M).....	"		—
Industrial Canada (M).....	"	⊙	3,824
Power House (M).....	"	*	5,200
Trader & Canadian Jeweler (M).....	"	*	2,387

⌘ Government statement—See page 5. *Gross circulation. ⊙Net circulation. □ Can use matrices.
¶ Publisher's paid announcement. These marks, key to rates and meaning of figures in third column
are explained on pages 2 and 3. Sworn circulation statements in bold face type. Each rating is the
average circulation for six months ending September 30, 1914, unless otherwise noted.

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